

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

ISBELL'S SEEDS

1937

Isbell's
New Wonder
Peas
Pkt., 10c;
lb., 40c,
prepaid.

Isbell's New
Phenomenal
Tomato
Pkt., 15c;
1/2 oz., 35c,
prepaid.

Golden Cross
Bantam
Sweet Corn
Pkt., 10c;
lb., 50c,
prepaid.

ISBELL SEED CO.

JACKSON, MICH.

Best in the Market
Best on the Table

ISBELL'S *Honey- Rock* MELON

Sweet as Honey

The most profitable market melon. It is of superior flavor, a great shipper; always finds ready sales. Pkt., 10c; oz., 20c; $\frac{1}{4}$ lb., 50c; lb., \$1.50, prepaid.



ISBELL'S *Early Bird*

The One Best Radish
The favorite for the market as well as for home use. Pkt., 10c; oz., 15c; $\frac{1}{4}$ lb., 40c; lb., \$1.25, prepaid.

Plant Early Bird Radish for Quality and Profit



ISBELL'S 1937

Farm and Garden Prosperity Drive

Farm and produce prices have climbed out of the cellar, have come from loss to profit, and will continue to climb. 1937 is the first season in many years when farmers and gardeners have a real chance to recoup depression losses, to get the farms and gardens back in top notch shape, and to put real money in the bank.

1937 is the year when good growers need to replenish depleted seed supplies, to replace older, less productive and poor quality varieties with new, heavy yielding, high quality sorts. The biggest profits cannot be secured without the finest seeds.

58 Years of Seed Growing Experience Bring More Profitable Varieties for this Prosperity Year—and a Special Plan of Cooperation with Growers

To meet the needs and demands of farmers and gardeners, for top prices, quality crops, Isbell's have organized a co-operative farmer-gardener prosperity plan—a plan which concentrates the results of 58 years of seed growing experience.

All that has been learned in three generations of scientific seed growing, selection and plant breeding, is placed at the disposal of our customers. Better varieties that bring better prices. Heavy yielding, drought- and disease-resisting strains—all are priced to make it possible for growers to build up their grain, potato and vegetable yields just as they build up milk or beef production with better producing cattle.

Examples of what Isbell's good seeds can do for the market gardener in 1937 apply even more powerfully to diversified farming, for we have been a leader in farm seeds as long as the oldest active farmer can remember.

How greatly seed can affect the crop returns to the farmer is shown by Isbell's New Polar Yellow Dent Corn.

More Profit Per Acre is What You Want

Not more acres and more work, with small yields or returns. A bushel of seed corn will plant seven acres. Ordinary seed corn of good germination costs from \$2.50 to \$3.00 per bushel. Selected and thoroughbred seed costs, say \$4.50 to \$5.00 per bushel. The difference in cost is surprisingly small; only 25c to 35c for one acre. Whereas the good seed will produce at least 10 bushels MORE per acre of GOOD corn.

Isbell's Polar Yellow Dent Corn

Very Hardy — Will Withstand Freezes

It is an experiment station development, the result of a lifetime of work to develop a hardy, heavy yielding Corn and a Corn that would pack into a short growing season as much food and dollar value as can be had in the northern climate. High prices for hogs and beef will make Polar Dent a top notch investment.

This is what we mean by getting better crops through using Isbell's better seeds—

MR. GARFIELD FARLEY OF ALBION, MICH., is a "Master Farmer" of our state, and well known as a successful, progressive farmer and orchardist.

He writes: "Polar Yellow Dent Corn is disease-resistant and it withstands late spring frosts. It will shell 87%. My yield has repeatedly been 75 bushels of shelled corn per acre, officially checked by Michigan State Agricultural College.

"I always have corn when my neighbors either have none or a very poor grade. I have grown this variety for several years and heartily recommend it."

1,500 bushels King of Picklers Cucumber from 4 acres, reports FRANK KLAUS, GARY, INDIANA — and from a 20c ounce of Davis Perfect, MRS. VIAN, MUNISING, MICHIGAN, sold \$45 worth of cukes, and "put up" 12 gals. in brine.

Off in NEW ENGLAND, HARRY F. ADAMS "raised on one acre 625 bushels of finest rutabagas ever grown in Connecticut."—\$25 worth of Earlibell Tomatoes sold by MRS. LYND from one pkt. seed costing 10c. — "We got top market price for our Tomatoes from Isbell's Seed; finest on the market," says MRS. PAYTON OF DANVILLE, ILLINOIS.

80 bushels per acre of Wolverine Oats was the yield produced by HENRY JOHNSON, OWOSSO, MICHIGAN. — A 10c pkt. Isbell's Lightning Express Cabbage produced heads averaging over 5 lbs., and, writes ANNA M. PETERSON, "I canned over 121 quarts of Kraut and had plenty left to give away."

Read More About Polar Dent in the Farm Seed Section



**Polar
Dent
Corn**

Garden Profits and Pleasure

**Come from Two Sources -- (1) Better Quality; (2) Bigger Yield
Both Require Good Seeds, So Order Generously of These
Isbell 1937 Specialties of Outstanding Merit**

The 1937 Profit Column

Isbell's specialties represent years of painstaking scientific seed selection and plant breeding. There are none better in the whole world. Use these fine seeds to replace all your less profitable sorts.

Many a grower who has just barely missed getting a profit from his land and labor will put himself into the profit column in 1937—just by using better seed. That's why we have devised our prosperity drive to meet him half way in both better quality and fair price.

There is no investment a grower can make that will pay as well as better seeds—no kind of merchandise that will give you as much for your dollar.

If you want to make 1937 a clean-up year, buy plenty of good seeds—buy early and get the best. Look over our new specialties and improved old favorites.

One Example of Isbell's Readiness to Boost Your Profit

Let's consider for a moment an acre of onions. On an acre of onions grown from inferior seed, you may produce the same number of onions of the same size as our Brigham strain of Michigan Yellow Globe, but there the similarity ends. By the time you sort out 25% of under-sized onions, misshapen culls, and necky bulbs, you are losing not only 25% of your crop, but the labor as well. And if you do not market all your crop at once, you face additional heavy losses from poor keeping quality, so eventually you arrive at a half crop of hard-to-sell onions.

Contrast this with an acre of Isbell's Brigham Strain Michigan Yellow Globe Onions. Your chances are for 95 to 98% uniform sized, hard, fine keeping bulbs. Sorting time is cut to a minimum; you get 500 to 600 bushels—twice as many salable at a higher price for U. S. No. 1 than for inferior grades. As a matter of fact, in recent years inferior onions have sold as low as one-half the price of U. S. No. 1 grade. And many growers who store half their crop for spring higher prices find the keeping quality and value of our Brigham strain Michigan Yellow Globe yields more than double over ordinary strains.

Take a pencil and paper, and a few minutes' figuring will show you how vital good seed stocks are. Here, for example, are two comparative crops—not extreme:

Crop A—Inferior Onion Seed.	
500 bushels per acre	
Less 125 " sorts	
375 " salable onions	
125 bu. U. S. No. 1 Grade	
at 75c	\$93.75
200 off grade at 50c	100.00
Total revenue	\$193.75
Crop B—Brigham Strain Michigan Yellow Globe.	
550 bushels per acre	
Less 20 " sorts	
530 " salable onions	
U. S. No. 1 at 75c	\$397.50
Difference in favor of Brigham	\$203.75
Cost of seed, sown in rows 14 inches apart at rate of 4 lbs. seed per acre:	
4 lbs., at \$2.75	\$11.00
Additional profit on an \$11 seed investment	\$192.75
or about 1873% just because the seed was better.	

The New and Better Onion—Isbell's Brigham Strain Michigan Yellow Globe

This is the heaviest yielding and best keeping type of Yellow Globe Onion.

Michigan grown seed from selected bulbs of the original strain.

Full description is on the regular onion seed pages. Pkt. 10c; oz., 25c; ¼ lb., 80c; lb., \$2.75, postpaid.

Costs us more to raise this pure strain. It is worth much more to you.

Brigham
Strain
Michigan
Yellow Globe

Market Gardeners Please Write for Our Special Market Gardeners Wholesale Price List

Isbell's Color Page Specialties for 1937

**Of Distinct, Unusual Value
The Best of the Best**

The following new and greatly improved vegetables carry our unqualified recommendation. They are included on these color pages as evidence they deserve your first choice.

They yield heavily, are ideal for home gardens, and sell readily, with greater profit, if you grow them commercially. The slightly higher cost of seed of these superior varieties comes back to you many times over in yield, quality and satisfaction.



Super
Detroit
Beet

Isbell's Super Detroit Dark Red

Rich Color—Superior Quality—Green Tops

It is truly a super strain of the well known and popular Detroit Dark Red. The roots are smooth and even in size, the flesh being of uniform deep blood-red color, decidedly fine grained, crisp and sweet. We recommend it to the large market grower as well as to the home gardener on account of fine quality, even size and good color. For canning especially you will find this Beet to be all that could be desired. Pkt., 10c; oz., 20c; ¼ lb., 40c; lb., \$1.25, prepaid.

Bean—Isbell's Longpod Stringless

As one of the largest and oldest growers of seed beans in America we are recognized as experts on "beanology." So what we say about this variety you can accept 100% as a fact.

You can now discard the out-of-date so-called "stringless" greenpods and tie up with this one without hesitation.

Big Pods and big yields—Quality the very best

The pods are 6 to 8 inches long, perfectly round and slightly curved; very meaty, rich in flavor, absolutely stringless and free from fibers. The color is a rich green that will not show even a

trace of paleness. The plant is erect with dark green foliage and in yielding quality we have yet to find any Bean that will surpass it. For the market gardener and canner Longpod will prove highly profitable because of the big yield of beautiful pods that are of superior quality and flavor. It is very resistant to Bean blight and other diseases also. Ready to use in 55 days. Pkt., 10c; lb., 35c; 3 lbs., 90c, prepaid.—Not prepaid, 10 lbs., \$1.75; 25 lbs., \$3.75.

Bean—Isbell's Early Wonder Wax

**The Earliest of All Wax Sorts
Hardy, Sure Bearer**

Early Wonder Wax is the most reliable and sure cropping Bean in existence. It will stand more grief such as adverse weather conditions, extremes of heat and cold, drought and wet weather and variations of soil than any other Bean yet developed.

The quality is unexcelled. The pods are nearly flat, meaty, stringless and always tender and brittle. The average length is six inches and they are a clear waxy yellow color. The plants are strong and thrifty and practically disease proof. Ready for use in 35 days. Pkt., 10c; lb., 40c; 3 lbs., \$1.00, prepaid.—Not prepaid, 10 lbs., \$1.85; 25 lbs., \$4.00.



Isbell's Longpod Stringless Beans

ALL-AMERICA SELECTIONS

FOR 1937

New Supreme Half-Long Carrot

A half-long type resembling a slender refined and more cylindrical Danvers. Fine color outside and interior, small red core and color especially fine. Tops are small and root surface quite smooth. Root seems to grow entirely under surface. The quality and flavor is good. Interior color probably best of any carrot to date. Pkt., 15c; oz., 25c; ¼ lb., 60c; lb., \$1.75, prepaid.

SWEET CORN

*Two Luscious Kinds of Honeyed
Sweetness*

Golden Cross Bantam

See Color Plate Inside Front Cover

This is one of the first hybrid strains to be offered, and has proven so successful that hybrid types of several other varieties are now being produced. Compared with Golden Bantam, the stalks are taller, more vigorous and the ears are considerably longer. It is a medium early type, maturing about a week later. Golden Cross Bantam is the heaviest yielding strain of this famous variety. Pkt., 10c; lb., 50c; 3 lbs., \$1.20, prepaid.—Not prepaid, 10 lbs., \$3.00; 25 lbs., \$6.25.

Improved Golden Country Gentleman

(Golden Colonel)

Just think of it! Now You can Have Luscious GOLDEN, Sugar-Sweet Corn, When there is Only WHITE Corn on the Market.

1936 Award of Merit Winner All-America Selections.

This is a cross between Country Gentleman and Golden Bantam. Retains all of the general characteristics of its renowned parents. The color-plate illustration shows the "shoe peg" kernels set in zig-zag shape. They are deep set. Glowing, golden yellow. Large eared main crop corn.

Has all the sweetness and milky character of Country Gentleman. Matures in 90 to 93 days. Pkt., 10c; lb., 40c; 3 lbs., \$1.00; postpaid.—Not postpaid, 10 lbs., \$2.00.

Golden
Country
Gentleman



Isbell's
Earlibell
Tomato

In Tomatoes

Here is a select trio we think cannot be beaten

Tomato—Isbell's Earlibell

First on the Market

Certainly no sort is more worthy of high favor. As an early sort of good size and quality, it has no equal. The large smooth fruits are uniform in size and produced in large clusters often containing a dozen or more, all of a deep glossy scarlet and colored evenly up to the stem. In shape they are nearly round or slightly flattened. They are very thick meated with few seeds. Pkt., 10c; ½ oz., 25c; oz., 40c; ¼ lb., \$1.25; lb., \$4.00, prepaid.

Tomato—Isbell's New Phenomenal

See Illustration on Front Cover

In Every Sense of the Word, a LEADER of its Class

Phenomenal is a medium early variety that continues to bear throughout the season. The vines are strong and vigorous like Marglobe. The fruits are nearly round or slightly flattened, of large size, always smooth, ripen evenly and are a bright deep scarlet all the way through. They seldom crack and are extremely solid with few seeds. The flavor is most pleasing, being very rich but not sharply acid. It is resistant to both blight and rust. Pkt., 15c; ½ oz., 35c; oz., 60c; ¼ lb., \$2.00, prepaid.

New Tomato—Oxheart

The color is a deep pink or crimson of the same shade as Ponderosa. The plant is a vigorous grower and very prolific. The unusually mild, sweet flavor and the thick, meaty flesh have made this a great favorite home garden variety. The large solid slices are very attractive on the table. Oxheart always creates a lot of interest because of its unusual size and distinctive beef heart shape. Pkt., 20c; ½ oz., 45c; oz., 75c; ¼ lb., \$2.75, prepaid.

Muskmelon—Hale's Best

With That Never-to-be-Forgotten Flavor

Has quickly become very popular and is now grown extensively in all the Melon growing districts. It has many fine qualities to recommend it, both for home use and as a market variety. Hale's Best is a medium early sort and the earliest of the Rocky Ford type. The Melons are oval in shape and just the right size, averaging about 5 inches in diameter and 7 to 8 inches long. They are well covered with fine netting and are attractive in appearance. The flesh is a rich deep salmon color with a pleasing sweetness and aroma. Hale's Best is a prolific bearer. Pkt., 10c; oz., 15c; ¼ lb., 40c; lb., \$1.20, postpaid.

Muskmelon—Isbell's Honey Rock

See Color Plate Inside Front Cover

Ever since we introduced this wonderfully fine melon, our sales have increased yearly, now we sell several tons of seed each season. This melon is "sweet as honey," it is a great shipper and always finds ready sales. Especially noted for its rich, melting sweetness of the highly colored golden flesh.

The melons are nearly round, averaging six inches in diameter, they are covered with a heavy gray netting. The heavy yield and drought resisting qualities make it a real money maker for the melon grower. Selected seed. Pkt., 10c; oz., 20c; ¼ lb., 50c; lb., \$1.50, prepaid.

Cucumber—Isbell's Special

Longfellow or Windermoor some call it.—The ideal cuke where an extra long slicing sort is desired, either for greenhouse or field culture. Very uniform in shape and size, with decidedly few seeds. Is real dark green, and will hold this color until ripe. All growers that cater to a fancy trade want this variety, as it is a money-maker. A very shy seeder, hence price will always be comparatively high. Pkt., 10c; oz., 20c; ¼ lb., 55c; lb., \$1.75, postpaid.

Isbell's Special
Cucumber

Hale's
Best
Muskmelon

Cucumber—National Pickling

Seems to be the best all-around pickling sort. Its wonderful solidity will appeal to all who like pickles. Rich dark green. Rather blunt on both ends. Runs very uniformly straight and symmetrical. Early and very productive. Pkt., 10c; oz., 20c; ¼ lb., 50c; lb., \$1.50, postpaid.

Peas - Laxton's Progress

Earns a Place on the Color Pages Every Year. No Other Variety Has Surpassed it

The earliest and one of the best in quality of the large-podded dwarf sorts. It also is the heaviest yielder in its class. Progress is an improvement upon the well known Laxtonian, and is superior as a market sort. The vines grow 15 to 18 inches high and the pods are 4 to 4½ inches long, of deep green color, well filled with dark green peas of highest quality. Pkt., 10c; lb., 35c; 3 lbs., 90c, prepaid.—Not prepaid, 10 lbs., \$1.75; 25 lbs., \$3.75.

Peas - Isbell's New Wonder

The Market Growers Favorite—It Makes Money for Them

New Wonder Pea was developed in Michigan expressly for the market grower in every state who wants a large, dark green podded Pea which will hold its flavor and sweetness after attaining full size. The deep green sturdy vines grow 24 to 28 inches high and produce a great abundance of handsome long pods up to 6½ inches long. The pods are slightly curved and pointed and contain from 7 to 10 large well colored peas of exceptionally fine flavor. Matures in 75 days or just after the Hundredfold-Laxtonian class. New Wonder Pea is remarkably resistant to fusarium wilt and the peas remain sweet and tender for a full week after they are ready to pick. Because of the compact vines and its exceptionally fine quality, this is the ideal home garden Pea. Pkt., 10c; lb., 40c; 3 lbs., \$1.00, prepaid. Not prepaid, 10 lbs., \$2.25; 25 lbs., \$5.00.

Radish - Isbell's Early Bird

See Color Plate on Inside Front Cover

The money maker for the market gardener and the finest radish for your home garden. Matures remarkably early, has rich color and top quality, being crisp and mild. Will be fit to pull in 16 to 20 days. This specialty of ours has gone over in a big way with the large market growers for years and the demand is still gaining. Selected seed. Pkt., 10c; oz., 15c; ¼ lb., 40c; lb., \$1.25, prepaid.

Radish—Isbell's Perfection White Tip

The Most Attractive Bunching Radish on the Market

The best strain of Scarlet Turnip White Tip Radish, with the white tip well developed, covering the lower third of the Radish. Extra early, crisp and tender. Combines beautiful appearance with finest quality, appealing at once to the eye as well as the palate. Isbell's Perfection White Tip Radish is a leading market sort, many growers planting several hundred pounds of seed each season. In time of maturity it ranks with our famous Early Bird, being ready for the table in 18 days. Pkt., 10c; oz., 15c; ¼ lb., 35c; lb., \$1.00; 5 lbs., \$4.75, prepaid.

MARKET GARDENERS should write for Isbell's Market Gardeners' Wholesale Net Price List. Mailed free.



Peas, Laxton's Progress—Largest Podded Dwarf



Isbell's Perfection Radish

Squash Isbell's New Buttercup

Do you appreciate a squash of superior quality combined with sweetness, and the meat being dry and mealy always? Then you want Buttercup Squash. Just right in size for the average family, the Squashes weigh 3 to 5 lbs., each. The flesh is a rich orange color without any trace of green, smooth and mealy, mild and rich in flavor like a sweet potato. We claim it to be the finest in quality of all Squash. Pkt., 10c; oz., 20c; ¼ lb., 65c; lb., \$2.25, postpaid.

McCrea's Bush Lima Bean

The Ideal Home Garden Lima

Entirely new and different Lima with an unusually sweet flavor. Large thick beans of green color, retaining a green tint when cooked. Strong bushy plants, will stand cold and wet weather in spring and resist extreme heat in summer. Very prolific. The dry beans are small, shriveled, like a sugar pea, when cooked they swell to same size as the green beans, retaining the sweet flavor. The ideal home garden Lima; highly recommended for market and canning. Pkt., 15c; lb., 45c; 3 lbs., \$1.20, prepaid.

Watermelon—Stone Mountain

In the words of the originator, "with full regard for all other melons—the greatest watermelon in existence."

It originated in Georgia and was named after the Great Stone Mountain in that state. The melons are very large, almost round, rich green. The flesh is bright scarlet, extremely sweet and of finest quality, solid through, almost all heart and but very few seeds. When eaten once, it is not forgotten—the finest and sweetest flavor of them all. On the southern markets it outsells all other melons. We offer Michigan grown seed, best for the states north of the Mason-Dixon line. Pkt., 5c; oz., 10c; ¼ lb., 30c; lb., 95c, prepaid.—Not prepaid, 5 lbs., \$4.00.



The Famous Buttercup Squash

See Color Pages 89 to 96 for Other Isbell Specialties

Isbell's Choice Annual FLOWER SEEDS

Super ^{New} Giants Asters

CALIFORNIA GIANTS.—Extra large and full flowers with broad, graceful petals that are curled and interlaced, a truly beautiful Aster. The plants reach a height of three feet, blooming from midsummer until frost. Long-stemmed flowers of marvelous size. Mixed colors. Pkt., 15c; $\frac{1}{8}$ oz., 40c.

LOS ANGELES.—The Largest and Most Fully Double Aster.—The flowers are 6 to 8 inches across, of a lovely shell-pink, blending to a cream-pink at the center. Sturdy plants, 2 feet tall, with six to eight long stems. Pkt., 20c; $\frac{1}{8}$ oz., 50c.

New Aster—Firelight

Brilliant Dark Scarlet—Long Stems

New introduction from Europe. Full double flowered Aster of bright fiery red color; no other Aster is of so bright a color. Plants are tall, of branching habit and very free bloomers. Pkt., 20c; $\frac{1}{8}$ oz., 50c.

Aster—Peerless Yellow

Good yellow Asters are very scarce but here we have a real one of good color and splendid form. Flowers double with slightly incurved petals. Plants are of branching habit, height about 24 inches. Pkt., 15c; $\frac{1}{8}$ oz., 40c.

New Wilt-Resistant Asters

See color illustration on back cover and descriptions on page 62.

Chinese Woolflower

A Colorful Garden Plant

Grows 2 to 3 feet high, the blooms starting early with a central globular head which often reaches the immense size of 2 feet in circumference. Scores of branches are thrown out, each bearing a ball of wool. A very attractive plant in the garden and for cut flowers. Scarlet, pink and yellow. Can be cut and dried like an Everlasting. Pkt., 15c; 3 pkts., 40c.

New Calendulas

ALL-AMERICA SELECTIONS



Chinese Woolflower

Chrysantha or Sunshine

Large! Different! A Delight in Any Garden!

All-America Selection — Gold Medal Award.—Chrysantha is a distinct type of Calendula with large double flowers resembling a Chrysanthemum. Bright buttercup-yellow color. Grows long, stiff stems making it ideal for cutting. Blooms until frost. The finest of all. Pkt., 15c; $\frac{1}{4}$ oz., 50c.

Orange Shaggy

Gold Medal Award—All-America Selections

The shaggy flowers are deep orange shading lighter at the center. Exceedingly graceful and informal in appearance, in striking contrast to the formal Calendulas, very free flowering and long-stemmed for cutting. Pkt., 15c; $\frac{1}{4}$ oz., 50c.



Calendula Chrysantha



Strawflower
Helichrysum
For
Winter Bouquets

Double Strawflowers

You can so easily grow these bright colored bouquets. They last all winter long.

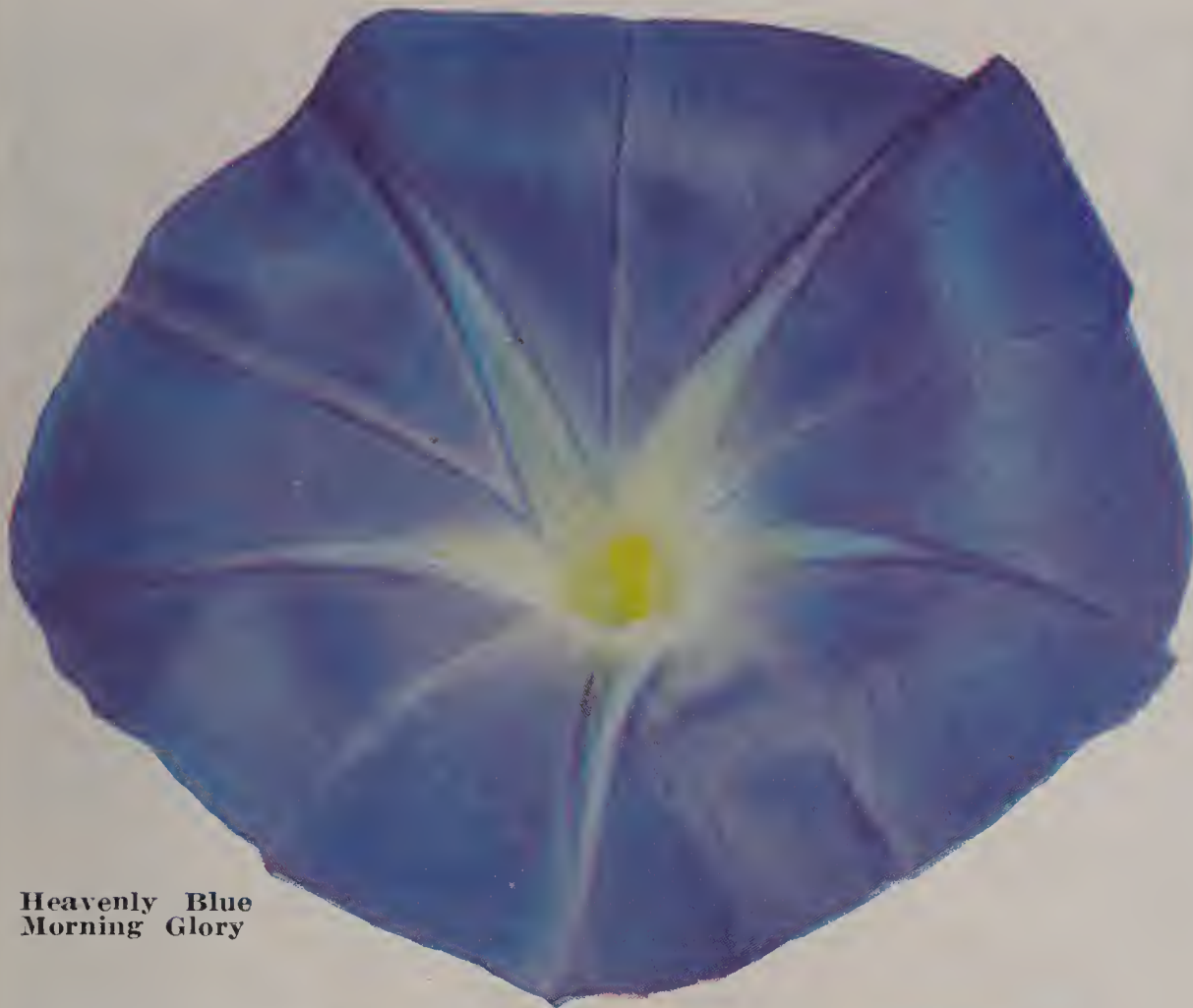
HELICHRYSUM.—An annual of easy culture, growing nicely in any good garden soil. The plants grow 2 to 3 feet tall, branch out freely, and produce their bright colored flowers abundantly all summer and fall. This is the most popular Everlasting for winter bouquets. The flowers keep in perfect condition and retain their brightness for a long time.

MAMMOTH FLOWERED MIXED. Pkt., 10c; $\frac{1}{4}$ oz., 30c; oz., 90c.

Separate Colors

Fireball, red; Golden Globe, yellow; Rose Beauty, rose; Salmon Queen, salmon-pink; Snowball, white. Per pkt., 10c; $\frac{1}{4}$ oz., 35c.

Aster,
California
Giants



Heavenly Blue
Morning Glory

ALL-AMERICA SELECTIONS

New Cosmos—Sensation

All-America Selections
Award of Merit

See Color Plate on Back Cover.—They certainly gave this the right name. Sow a long row of it and you will see why. Sensation is extremely early flowering and is in bloom until frost. The flowers are of truly mammoth size, 4 to 5 inches in diameter, with broad nicely fluted petals, carried on strong, long stems. 4 feet tall. A wonderful cut flower and makes a grand display in the garden. The mixture contains white, and shades of rose and pink. Pkt., 20c.

Cosmos—Orange Flare

All-America Selections—Gold Medal Award.—This new and very lovely orange colored Cosmos blooms profusely and early. Nothing equals it for brilliance of color either in the garden or in bouquets. Pkt. 15c; ¼ oz., 50c.



Giant Pansy—Red Shades

New Marigold—Yellow Supreme

All America Selections—Gold Medal Award.—Beautiful loosely ruffled, carnation flowered blossoms of a lovely light lemon-yellow color. The large flowers are produced with greatest freedom on compact bushes, 2 to 2½ feet tall. The characteristic Marigold odor is almost entirely lacking. Pkt., 15c.

Dianthus - Annual Pinks

Fragrant Flowers

One of the most popular hardy annual flowers, blooming all summer. They usually live over winter or self-seed and come up year after year.

CHINENSIS (China or India Pink).—Blooms in clusters and flowers are very double. Pkt., 5c; ¼ oz., 25c.

HEDDEWIGI (Double Japan Pink).—Double fringed flowers. Large range of colors. Pkt., 10c; ¼ oz., 40c.

ISBELL'S DIANTHUS MIXTURE.—Finest single and double sorts and all good colors. Pkt., 15c; ¼ oz., 25c.

Gourds With Ornamental Fruits

Decorative—Brightly Colored

Easily grown ornamental climbing plants that produce bright colored, small ornamental fruits. Make excellent toys for the children. Popular for use as a table decoration, placed in suitable bowls. May be grown in small gardens by training the vines on the fence or lattice. Our mixture contains twenty-five different sorts from many foreign countries. Mixed. Pkt., 10c; ½ oz., 25c.

Heavenly Blue Morning Glory

EARLY FLOWERING STRAIN.—This fine climber is creating a sensation and is enjoying great popularity just now and rightly so. The flowers measure from 3 to 4 inches across, sky-blue with a white throat. They are profuse bloomers during a long season. Gravelly or sandy soil is best and southern or eastern exposure preferred; do not fertilize. Pkt., 15c; ½ oz., 45c; oz., 75c.

Rose Marie Morning Glory

A Lovely Double Pink Morning Glory

Blooms as early and as freely as any Morning Glory, with lovely double and semi-double flowers of a beautiful shade of deep rose. Pkt., 15c; ½ oz., 40c.

The Largest Marigold

New Sunset Giants

See Color Plate on Back Cover.—The sensational flower novelty for 1937. Largest of all Marigolds. Individual flowers attain a size of 5 to 7 inches, and are produced in the greatest profusion throughout the season. Most remarkable of all, instead of the usual rather pronounced Marigold odor, these flowers have a sweet fragrance. The gigantic flowers are loosely formed, with broad overlapping petals. The color range is many shades of orange and yellow. Pkt., 25c.

Three New Pansies

From Foreign Countries

FRAGRANT JAPANESE.—

This novelty with flowers of delightful fragrance comes to us from the Orient. The flowers are of large size and the colors are distinct and most beautiful. A small bunch of these pansies will fill an entire room with a delightful perfume. Pkt., 35c.

DOUBLE CURLED PANSY.—

Introduced by a pansy specialist in Europe. The flowers have curled and fringed petals, giving them the appearance of being fully double. Something entirely different that will appeal to every lover of pansies. A nice color range. Pkt., 25c.

RED GIANTS.—The popular red Pansies in a wider range of color, including new rich shades of red. This is of the Swiss Giants strain with remarkably large flowers and very free blooming. Pkt., 25c.

For complete list of Pansies, see page 69.



Petunias

FOR MASS PLANTING
FOR BORDERS, WINDOW BOXES,
VASES

Balcony Sorts

These single large flowering sorts are great favorites for porch boxes, vases, beds, terraces and borders.

Per pkt., 15c; $\frac{1}{8}$ oz., \$1.00.

STAR OF CALIFORNIA.—Rich velvety violet-blue, starred with five distinct blotches of pure white.

BALCONY BLUE.—Velvety indigo-blue.

BALCONY CORNFLOWER BLUE.—Lovely bright blue.

BALCONY RED.—Rich deep red.

BALCONY ROSE.—Bright rose.

BALCONY WHITE.—Plant for contrast with the colored sorts.

BALCONY MIXED.—Pkt., 10c; $\frac{1}{8}$ oz., 75c.

Lovely Bedding Petunias

Desirable free-blooming class. Plants of medium height, producing great masses of flowers all summer until frost.

ROSE OF HEAVEN.—Rich brilliant rose. Pkt., 10c; $\frac{1}{8}$ oz., 35c.

HEAVENLY BLUE.—Silver light blue. Pkt., 15c; $\frac{1}{8}$ oz., 75c.

TRUE BLUE.—Rich dark blue. Pkt., 15c; $\frac{1}{8}$ oz., 50c.

CRIMSON KING.—Showy deep red flowers. Pkt., 15c; $\frac{1}{8}$ oz., 40c.

ROSY MORN.—A lovely light pink. Pkt., 10c; $\frac{1}{8}$ oz., 45c.

ROYAL PURPLE.—Beautiful dark violet-blue. Pkt., 15c; $\frac{1}{8}$ oz., 50c.

FRINGED MIXED.—Flowers with fringed petals. Many colors. Pkt., 25c.

DWARF GIANTS MIXED.—Extra large flowers. Choice colors. Pkt., 35c.

ISELL'S SPECIAL MIXTURE BEDDING PETUNIAS.—A selected mixture guaranteed to please. Pkt., 15c; $\frac{1}{8}$ oz., 50c; oz., \$3.00.

FINE MIXED BEDDING PETUNIAS.—Pkt., 5c; $\frac{1}{4}$ oz., 35c; oz., \$1.00.

New Zinnia—Fantasy

See Color Illustration on Back Cover

The rounded flowers are composed of a mass of shaggy, raylike petals. In color range we have the brightest shades of red and orange, as well as the popular pastel pinks and cream. Semi-dwarf (2½ feet) and well suited for mass planting. Excellent for cutting. Mixed, pkt., 15c; $\frac{1}{4}$ oz., 50c.



Dahlia-Flowered Giant Zinnias



Petunias in a Window Box

Two New Bedding Petunias

Both winners! Both produce a bed of nature's most brilliant colors that allure.

FLAMING VELVET.—All America Selections—Gold Medal Award.—See color illustration on back cover.—Flaming Velvet has caused a sensation because of the uniform excellence of its velvety, rich, blood-red flowers. This combined with large size and profusion of bloom makes Flaming Velvet an outstanding sort. About 15 inches high. Pkt., 25c.

ROSE KING.—This lovely bedding sort produces in greatest profusion its large flowers of clear pink color. It is so very attractive that every visitor at our trial grounds admired it greatly. Pkt., 20c.

New Phlox Art Shades Giants

Mammoth Flowers—Lovely Colors

The individual flowers are the largest of any known Phlox, measuring 1 to 1½ inches in diameter. In addition to its enormous flowers it has a most wonderful range of color in soft art shades, including color combinations never before seen in annual Phlox; no harsh colors in this mixture. Plants grow about 9 inches high. Mixed colors. Pkt., 20c.

Sweet Scented Double Nasturtiums

Everybody's flower. Sensations of the flower world since the first double Golden Gleam, was introduced in 1933.

NEW GOLDEN GLEAM.—Double and semi-double flowers of rich golden yellow color and delightful fragrance. Round bushes with short runners, well covered with large flowers on stiff, erect stems. Pkt., 10c; oz., 20c.

NEW SCARLET GLEAM.—The extra large double flowers are a fiery orange-scarlet, and the sweet fragrance is more pronounced. Pkt., 10c; $\frac{1}{2}$ oz., 20c.

NEW GLORIOUS GLEAM HYBRIDS.—These new Hybrids are gorgeously colored, large, well formed, double flowers of dazzling beauty. Mixed colors, pkt., 10c; oz., 25c.

Dahlia-Flowered Giant Zinnias

Reserve plenty of Zinnia space in your garden. They are all the rage, especially this latest, improved creation.

CRIMSON MONARCH.—Best of the dark red shades.

DREAM.—Fine deep lavender, turning to purple.

EXQUISITE.—Light rose with center of deeper rose.

ORIOLE.—Lovely orange and gold color.

OLD ROSE.—The real old rose shades so desirable for bouquets and garden display.

POLAR BEAR.—Very large pure white.

PURPLE PRINCE.—A fine dark colored sort.

Above Giant Zinnias: Per pkt., 15c; any four pkts. for 50c; $\frac{1}{4}$ oz., 75c; oz., \$2.50.

GIANT DAHLIA-FLOWERED MIXED.—Pkt., 10c; $\frac{1}{4}$ oz., 50c; oz., \$1.50.

For additional list of Zinnias see page 74.

Nasturtium
New Double

Sweet
Scented

Phlox; no harsh colors in this mixture. Plants grow about 9 inches high. Mixed colors. Pkt., 20c.



Celery Cabbage

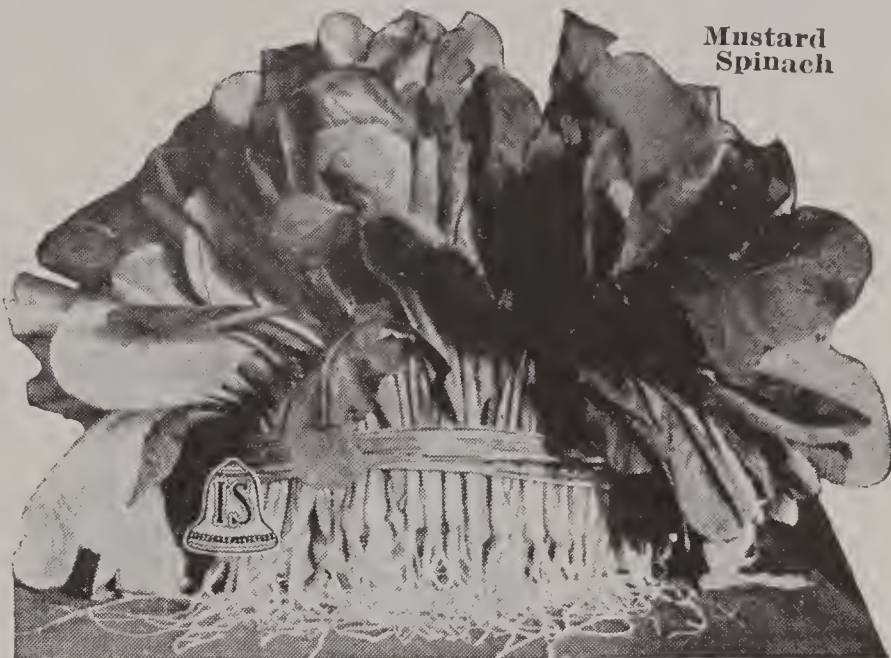
Unusual and Interesting Vegetables From Foreign Lands

Some are unique. Several will appeal to the home gardener who desires something different and distinctive. Others are recommended because of their outstanding home table qualities. All are grouped on this page that you may not overlook including a few in your garden.

Celery Cabbage—Improved Pekin or Chihli

Also Called Chinese Cabbage

A Wonderful Salad Plant. All who like to try new things in the vegetable kingdom will find Celery Cabbage a real pleasure. Delicious in taste—valued highly by epicures, Celery Cabbage resembles Celery, and yet is like Cos Lettuce. Firm, crisp heads, easily blanched and palatable as lettuce. Boiled like cabbage it is of equal flavor and many people who do not like ordinary cabbage enjoy this Celery Cabbage. Excellent cooked as greens or as a salad. Pkt., 10c; oz., 20c; ¼ lb., 60c; lb., \$1.80, prepaid.



Mustard Spinach

Mustard Spinach - Tendergreen

This vegetable is all the name implies, a very mild Mustard with a creamy Spinach flavor. Is of quick growth, the leaves are ready for cutting three to four weeks after planting. All who like Mustard or Spinach will enjoy this new vegetable. Pkt., 5c; oz., 10c; ¼ lb., 20c; lb., 55c, prepaid.

Radish - Sakurajima

The Largest Radish in the World. This is an introduction from Japan. The root grows to enormous dimensions, sometimes over three feet around and two feet long, yet the white flesh is always crisp and tender, can be eaten like other radishes or cooked like turnips. Pkt., 10c; oz., 20c; ¼ lb., 60c; lb., \$2.00, prepaid.

Preserving Tomato "Hundredfold"

From Italy. Immensely productive and very delicious for preserving, for canning and sugaring. Will grow quickly and easily from seed sown in the garden, requiring practically no care whatever. Fruit is egg-shaped, about one inch in diameter, bright red, with solid flesh of fine flavor. Pkt., 10c; ½ oz., 30c; oz., 50c; ¼ lb., \$1.50.

Hundredfold Preserving Tomato



Cucumber—Mammoth Chinese

A really fine Cucumber of Chinese origin. Vigorous grower with long vines, producing fruits often reaching a length of two feet. Excellent for slicing. Pkt., 15c; oz., 30c.

Muskmelon—Early White Pear

This pear-shaped melon comes to us from Japan, where it is highly prized. The melons measure about six inches in length and four inches in diameter. Skin is yellow and smooth; flesh white and very juicy and aromatic. A prolific yielder. Pkt., 15c; oz., 30c.

Bunching Onion—One-A-Meal

Gigantic green Onion from China and so big you can hardly believe it. Grown on rich soil the stem will grow 2 feet long and about two inches in diameter, the green onions weighing up to 2½ pounds each. Of mild flavor. Pkt., 15c; oz., 35c.

Chopsuey Greens—Shungiku

In the Orient this is a very important variety of "greens," highly valued because of its aromatic flavor. When the plant is 4 to 5 inches high, it is ready to use and is cooked like spinach. Of easy culture, requires no special care. Pkt., 10c; oz., 25c.

Squash—Golden Macaroni or Spaghetti

Entirely Different Sort From the Orient

Grows readily and thrives any place where other varieties of squashes are grown successfully. Each vine produces six to ten fruits which are oval in shape and 8 to 10 inches long. When ripe they are a bright orange-buff color. They keep remarkably well in storage and can easily be kept nearly all winter. The fruits when fully ripe are cooked by boiling whole for 30 minutes and then cut in half. The meat separates from the rind and comes out in the form of strings like spaghetti. Seasoned with salt, pepper and butter and served hot it is a very tasty dish. It is also served hot with tomato sauce or ketchup. Pkt., 10c; oz., 30c; ¼ lb., 75c, prepaid.

SQUASH, Golden Macaroni or Spaghetti



1 Packet each of all the above seeds, 80c, prepaid.

Isbell's Fresh Vegetable Seeds for Season 1937

OUR GUARANTEE.—We sell dependable seeds only. Should failure result from any fault in the seed, we will either replace this free of charge or give you credit for the amount paid. Every reasonable person knows that a failure can easily result with the best of seed, owing to climatic and other conditions beyond control, so that to guarantee a crop is an impossibility. Therefore, in common with all reputable seed houses, our seeds are sold subject to the usual disclaimer adopted by the American Seed Trade Association as follows: "Isbell Seed Company gives no warranty, express or implied, as to description, quality, productiveness, or any other matter, of any seeds, plants, or bulbs they sell and they will not be responsible for the crop."

Asparagus

CULTURE.—In early spring sow the seed, after soaking it 24 hours in warm water, in drills one foot apart, and one inch deep. During the summer keep the soil mellow and free from weeds, thinning the plants to four inches apart. The following spring transplant them into permanent beds that have been deeply dug and highly manured. One ounce to 50 feet of row; five pounds per acre.

BONVALLET'S GIANT.—Recommended for home and market gardens. A strong and rapid grower. Flavor unexcelled. Pkt., 5c; oz., 15c; ¼ lb., 35c; lb., 75c, prepaid.

WASHINGTON.—The New Giant Rust-Proof Variety. This sort is the result of many years' work in plant breeding by the U. S. Department of Agriculture. The Washington is a rust-resistant, vigorous, high yielding strain of Giant Asparagus. Plants grow rapidly and produce uniformly long shoots of superior table quality. Pkt., 10c; oz., 15c; ¼ lb., 35c; lb., 85c, prepaid.

MARY WASHINGTON.—This strain is used extensively by truckers who grow a large acreage for market. Pkt., 10c; oz., 15c; ¼ lb., 45c; lb., \$1.25.

Asparagus Roots

A bed of Asparagus in the garden properly attended to will for many years furnish an abundance of the finest vegetable in the early spring. An asparagus bed is a permanent investment and every garden should have one. Plant about 8 to 10 inches apart in the row, and the rows 3 to 3½ feet apart. Plant deep enough to permit the crowns to be covered about 3 to 4 inches, with rich, mellow soil. Two year old plants give best results. We have a very fine stock of strong field-grown roots.

BONVALLET'S GIANT.—Strong, selected, two-year roots, 100 for \$1.25; 500 for \$5.00, not prepaid.—By mail, postpaid, 12 for 35c; 25 for 60c; 100 for \$1.65.

NEW WASHINGTON.—The New Giant Rust-Proof Variety. Two-year-old roots, 100 for \$1.35; 500 for \$6.00, not prepaid.—By mail, postpaid, 12 for 40c; 25 for 75c; 100 for \$2.00.

Broccoli

Hardy Cauliflower

Sow seed early in May; transplant in June. Growth and habit like Cauliflower, but far more hardy. Of special value in the North. Cultivate and use same as Cauliflower. One ounce will produce 2,500 plants.

LARGE WHITE.—Produces large, white heads like Cauliflower which remain in good condition longer than Cauliflower. For main crop planting, matures late. Pkt., 10c; oz., 40c; ¼ lb., \$1.25; lb., \$4.00, prepaid.

Broccoli, Italian Green Sprouting

In recent years this has been so popular on menus and in the home vegetable garden. Be sure to plant some of this delicious, healthful "greens" or roughage that is so strongly recommended by dieticians.

This new Calabrese Broccoli makes a large head and many branching sprouts which are cooked like Cauliflower. Sow the seed in May and June; harvest in August and later.

EARLY CALABRESE.—The popular variety that is being grown extensively. Pkt., 10c; ½ oz., 25c; oz., 40c; ¼ lb., \$1.25; lb., \$3.75, prepaid.

LATE CALABRESE.—For main crop and later harvest this new strain is highly recommended. Pkt., 10c; ½ oz., 30c; oz., 50c; ¼ lb., \$1.35; lb., \$4.50, prepaid.



Brussels Sprouts

This is one of the best vegetables for fall and winter use, producing an abundance of sprouts, resembling small cabbages; of excellent mild flavor. By sowing in April and planting out in July, it may be had in fine condition until December, and in the South from November to March.

PERFECTION.—Plants grow about two feet high, are thickly set with good size "sprouts." A heavy yielder; of very fine flavor. Ready for table in 110-120 days. Pkt., 10c; oz., 25c; ¼ lb., 60c; lb., \$1.90, prepaid.

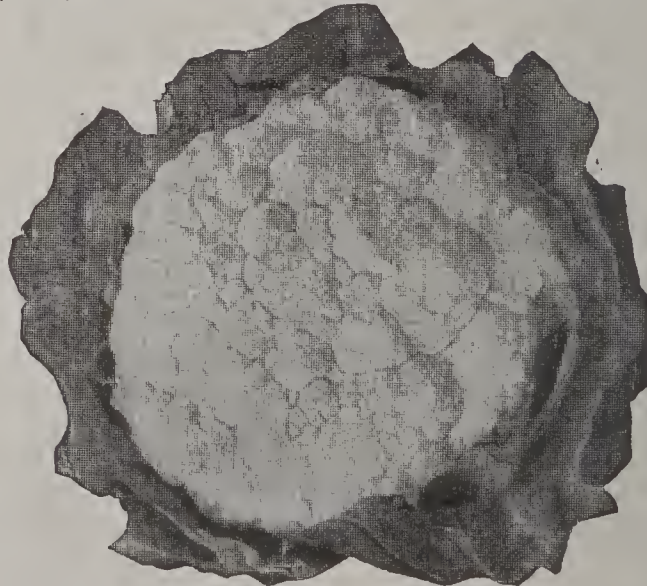
Chicory

LARGE ROOTED.—The roots are cut in thick slices, then roasted and used as a substitute for coffee. In spring the leaves make a nice salad. Pkt., 10c; oz., 15c; ¼ lb., 40c; lb., \$1.35.

ASPARAGUS CHICORY.—This is grown for its green shoots which are boiled in salt water and served hot, or in cold salad. They are very tender and delicious with the flavor of Asparagus. New sprouts appear all season. Pkt., 10c; oz., 25c; ¼ lb., 75c; lb., \$2.50, prepaid.

Corn Salad or Fetticus

A most refreshing salad, especially for winter use; can also be cooked and used like Spinach. Plant is of quick growth and hardy. For spring crop sow seed ½ inch deep in rows 1 foot apart and thin to 6 inches in row. For extra early crop, sow seed in September and cover with straw or leaves in northern states. For fall use, a sowing should be made in July or August. One ounce will plant a row 50 feet long. Is ready for table in 60 days. Pkt., 5c; oz., 15c; ¼ lb., 45c; lb., \$1.25, prepaid.



Broccoli—Large White



Italian
Green
Sprouting
Broccoli

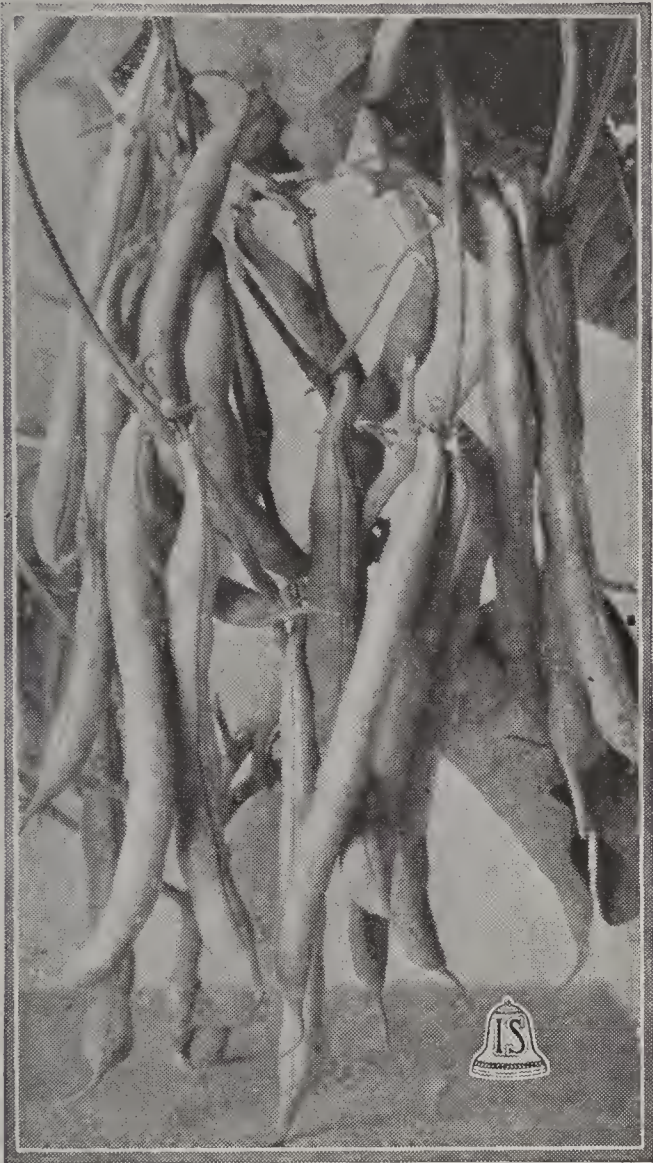
ISBELL'S FAMOUS BEANS

We do not know of any other seed growers who are more famous for choice Bean seed than we are. For many years we have grown all of our own stock, as well as a large number of car loads for others. Seed stocks are selected with extreme care. The growing crops are rogued thoroughly during the season.

When you plant Isbell's Beans you are sure that there are none better anywhere.

Wax Pod Bush Beans

CULTURE.—Beans are tender and should not be planted until the ground is well warmed in the Spring. By making several plantings at intervals of two or three weeks a continuous supply may be had from early summer until frost. The last planting may be made late in July. Plant 4 or 5 beans $1\frac{1}{2}$ inches deep about 18 inches apart in the row. Rows should be $2\frac{1}{2}$ to 3 feet apart. One pound will plant about 100 feet of row and 50 lbs. will plant an acre.



Isbell's New 1937 Wax Pod

Isbell's New 1937 Wax Pod

High Quality and High Yield

For those who are partial to yellow podded Beans we have here a new variety representing the latest development in Beans of this type. It is hardy, early maturing, disease resistant, and of superb quality. The long, handsome rich golden pods which are produced with the greatest profusion on the compact bushy plants, are entirely stringless and unusually tender and rich flavored. They are flat, thick, nearly straight and grow 6 to 7 inches long. By picking the mature pods often a continuous supply is assured over a long period. This new Bean is the result of many years of breeding and selection in which quality, earliness and productiveness have been developed to an unusual degree. To home gardeners and market growers alike who take pride in growing quality vegetables, this remarkable Bean is a source of satisfaction and profit. Pkt., 10c; lb., 40c; 3 lbs. for \$1.00, prepaid.—Not prepaid, 10 lbs., \$1.85; 25 lbs., \$4.00.

Unrivalled Wax

This Bean is a heavy yielding market variety. Plants of medium size, robust and very resistant to disease, loaded down with pods 5 to $5\frac{1}{2}$ inches long, semi-round, but quite fleshy and tender, with small seeds. The color of the pods is a rich yellow. Ready for use in 45 days. Pkt., 10c; lb., 40c; 3 lbs., \$1.00, prepaid.—Not prepaid, 10 lbs., \$1.95; 25 lbs., \$4.25.

Isbell's Early Wonder Wax

A sure bearer. The earliest of all Wax Beans. Very heavy yielder. See color page 3. Pkt., 10c; lb., 40c; 3 lbs., \$1.00, prepaid.—Not prepaid, 10 lbs., \$1.85; 25 lbs., \$4.00.

Pencil Pod Black Wax

Long Round Pods — Golden Yellow — Superb Quality

Wherever a fine quality round pod Wax Bean is wanted this variety fills the bill in every way. It is an exceedingly desirable sort for home and market use. The long pods are round and thick, fleshy, slightly curved, of golden yellow color, tender and brittle as well as absolutely stringless and of finest quality. Plants large, vigorous, producing in great abundance fine pods $6\frac{1}{2}$ to 7 inches long. The ripe beans are oblong and of clear black color. Ready for picking in 52 days. Pkt., 10c; lb., 40c; 3 lbs., \$1.00, prepaid.—Not prepaid, 10 lbs., \$1.85; 25 lbs., \$4.00.

Sure Crop Stringless Wax

Also Called Yellow Pod Bountiful

A most prolific cropper and of superlative quality. The handsome rich yellow pods are slightly curved, averaging 6 to 7 inches in length, half an inch wide, very meaty and sweet, and perfectly stringless at all stages. For canning the Sure Crop is an ideal variety, plenty of pods as long as the jar. Pkt., 10c; lb., 35c; 3 lbs., 90c; prepaid.—Not prepaid, 10 lbs., \$1.75; 25 lbs., \$3.75.

Round Pod Kidney Wax

(Brittle Wax)

Of superb quality and surprisingly productive. The pods are perfectly round, nearly straight and often attain a length of 6 inches. Are very tender, entirely stringless and very fleshy. The plants are of vigorous growth, with large foliage. Recommended for market and home garden, splendid for canning. Ready to pick in 50 days. Pkt., 10c; lb., 40c; 3 lbs., \$1.00, prepaid.—Not prepaid, 10 lbs., \$1.95; 25 lbs., \$4.25.

Improved Rust Proof Golden Wax

Big Cropper—Old Standard Sort

Although this is not the earliest Dwarf Wax Bean, yet it is so sure to produce good crops of large, attractive pods, that it has found a very high place in the estimation of both home and market growers. The pods are medium in length and rather wide. The color is a beautiful clear waxy yellow. Ready for use in 45 days. Pkt., 10c; lb., 35c; 3 lbs., 90c, prepaid.—Not prepaid, 10 lbs., \$1.85; 25 lbs., \$4.00.

"Quality" Collection of Beans

Basket after Basketful

Fresh, Snappy, Beans—All Season Long!

So easy to grow. Such low special prices in this collection.

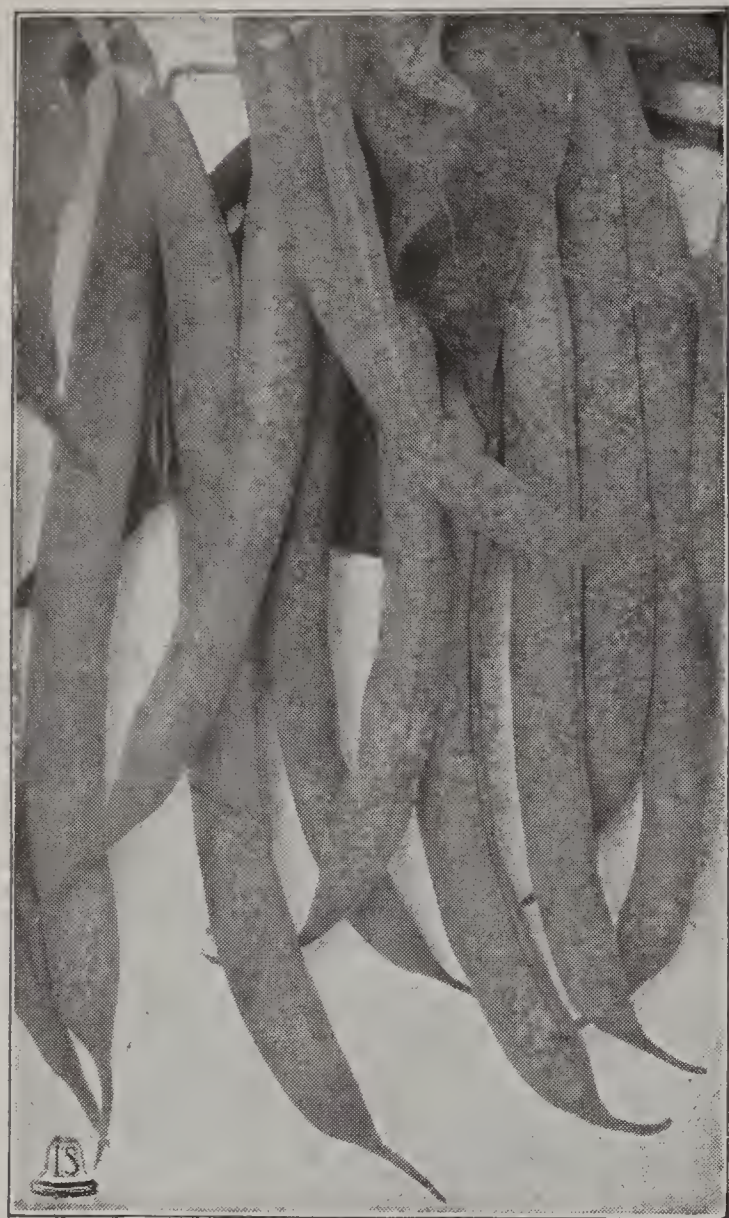
Four of the finest quality sorts for home table use, canning or for market.

Unrivalled Wax, Sure Crop Stringless Wax, Isbell's Longpod Stringless and Tendersnap Green Pod.

- 1 Packet each (4 pkts.).....\$0.30, prepaid
- 1 Pound each (4 lbs.)..... 1.25, prepaid
- 3 Pounds each (12 lbs.)..... 3.40, prepaid
- 10 Pounds each (40 lbs.)..\$6.75, not prepaid

Get More Dollars from your land! Page one tells how.

INOCULATE all Beans for larger yields. See page 56.



Isbell's New 1937 Green Pod

Full Measure

Productive—Early—Stringless—High Quality

In great demand in the eastern states. Fine stringless medium green pod of high quality. The pods are straight, 6 inches long, very fleshy, almost round, crease-back, and are tender. It is a prolific sort, the heavy pods being produced throughout a long season. We consider this one of the very best stringless green pod bush Beans for early and main crop planting. Pkt., 10c; lb., 35c; 3 lbs., 90c, prepaid.—Not prepaid, 10 lbs., \$1.85; 25 lbs., \$4.00.

Giant Stringless Green Pod

For Market and For Canning

Should not be confused with Stringless Green Pod, from which it is entirely distinct. The plants are of strong growth, very productive, pods 5 inches long, light green, slightly curved, very meaty, being broadly rounded, saddle-backed, and absolutely stringless. Ready for picking in 48 days. Pkt., 10c; lb., 30c; 3 lbs., 75c, prepaid.—Not prepaid, 10 lbs., \$1.60; 25 lbs., \$3.50.

Bountiful - Green Pod

Best of the Flat-Podded Stringless Beans

Important early variety for market gardeners and shippers; likewise for home garden. Pods are 6½ to 7 inches long, thick, broad, slightly curved, light green in color, of good quality and stringless, though slightly fibrous. Very early and a bountiful producer. Ready for picking in 46 to 48 days. Pkt., 10c; lb., 35c; 3 lbs., 90c, prepaid.—Not prepaid, 10 lbs., \$1.85; 25 lbs., \$4.00.

English Broad Windsor

The Frost-Proof Giant Butter Beans

This is a great shell Bean, to be used as butter Beans. The plants grow upright, 2 feet high and are very resistant to frost. It is the hardiest of all Beans. The dry Beans are very large. Pkt., 10c; lb., 45c; 3 lbs., \$1.20, prepaid.—Not prepaid, 10 lbs., \$3.25.

Some Other Favorite Green Pods

	Prepaid	Pkt.	lb.	3 lbs.
Extra Early Red Valentine	5c		30c	75c
NOT prepaid: 10 lbs., \$1.60.				
Ruby Dwarf Horticultural	10c		40c	\$1.00
NOT prepaid: 10 lbs. \$2.50.				
Longfellow	5c		25c	65c
NOT prepaid: 10 lbs., \$1.50.				

Green Pod Bush Beans

Isbell's Longpod Stringless

This wonderful variety is fully described on color page 3, in front section of this catalog. Immense pods. Excellent Quality. Pkt., 10c; lb., 35c; 3 lbs., 90c, prepaid.—Not prepaid, 10 lbs., \$1.75; 25 lbs., \$3.75.

Isbell's New 1937 Green Pod

High Quality and High Yield

Here is the finest type of stringless green podded bush Beans we have ever offered and which represents the last word in the development of quality Beans. It is an early sort, maturing handsome deep green pods in 7 weeks and is not only a vigorous grower but one of the heaviest yielding of all varieties. Bears over a long period so that one planting supplies an abundance of tender, rich flavored Beans for many weeks. The thick meaty pods average 6 inches long, are round and solid and absolutely stringless. The quality is unsurpassed and seldom equalled. The rich full flavor is particularly pleasing to all who are fond of green Beans. If you like green Beans or if you are growing for a high class trade you can't go wrong with this splendid new variety. Pkt., 10c; lb., 35c; 3 lbs., 90c, prepaid.—Not prepaid, 10 lbs., \$1.85; 25 lbs., \$4.00.

Tendersnap - Green Pod

Unusually Tender Pods—Absolutely Stringless

Here is a variety that can truly be called "perfection" in Beans. Absolutely stringless and tender from the first to the last picking; large, round, very meaty pods that snap like icicles. We know our customers who want quality will appreciate this fine new introduction. The vine is of vigorous, upright growth, strong and healthy; blight resistant, rust-proof and prolific to a high degree. The pods are 6 inches long, perfectly round, firm and meaty. Ready for picking in 54 days. Pkt., 10c; lb., 35c; 3 lbs., 90c; prepaid.—Not prepaid, 10 lbs., \$1.75; 25 lbs., \$3.75.

Stringless Green Pod

(Burpee's Stringless Green Pod)

Stringless Green Pod is one of the most popular Beans in America. It is stringless in reality as well as in name. It is an abundant cropper and the pods are thick, round, fleshy, tender and brittle, about 5 inches long; deep green in color, and extremely handsome on the market bench. Quality is all that can be desired. Ready for picking in 48 days. Pkt., 10c; lb., 30c; 3 lbs., 75c, prepaid.—Not prepaid, 10 lbs., \$1.60; 25 lbs., \$3.50.

Stringless Refugee Green Pod

For Main Crop—Choice Canning Bean

A heavy producer of fine light green pods that are perfectly stringless, round, slightly curved and 5½ inches long. The pods are brittle and tender, thick and meaty, of particularly fine mild flavor. Especially fine for canning. Matures late. Pkt., 10c; lb., 30c; 3 lbs., 80c, prepaid.—Not prepaid, 10 lbs., \$1.75; 25 lbs., \$3.75.



Full Measure

BUSH LIMA BEANS

BEST QUALITY — VERY PRODUCTIVE

Be sure to grow a few of these Bush Lima Beans to be cooked as green shell Beans and for your winter vegetable dishes. They are fine for succotash and may be cooked in many ways. Do not plant until ground is quite warm and dry. Use 2 pounds of seed to 100 hills.

McCrea's New Bush Lima

The Ideal Home Garden Lima

See also color page. Has a remarkably sweet flavor. The very thick pods contain 4 to 5 large plump beans. Highly recommended to the gardener and canner. Pkt., 15c; lb., 45c; 3 lbs., \$1.20, prepaid.

Henderson's Bush Lima, or Baby Lima

The heaviest yielding Bean. This variety is especially valuable because it suits all latitudes, North or South. The green Beans of this sort are plump, very tender and of the true buttery Lima flavor. From July until frost, green Beans can be had in abundance by planting this sort. Pkt., 5c; lb., 35c; 3 lbs., 90c, prepaid.—Not prepaid, 10 lbs., \$1.75; 25 lbs., \$3.75.

Fordhook Bush Lima, Early Giant Podded

This is a dwarf form of the Potato Lima. Matures medium early and is very productive. The pods measure 4 to 5 inches. The Beans are tender, juicy and sweet in flavor when cooked. Ready for table use in 75 days. Pkt., 10c; lb., 40c; 3 lbs., \$1.00, prepaid.—Not prepaid, 10 lbs., \$2.25; 25 lbs., \$5.00.

Pole or Climbing Beans

Pole Beans are much more productive than the bush varieties and their bearing season is longer. Plant a few hills of Pole Beans in your garden this year, you will be amply repaid for your trouble.

Do not plant until ground is warm and dry. Set the poles not less than 4 feet apart each way. In the home garden plant sunflowers for poles. Around each hill plant from 5 to 6 beans, two inches deep. When well started, thin to three plants. Use 2 to 3 pounds for 100 hills, 40 pounds to the acre.

Isbell's Perfect Early Pole Lima

This variety was developed by a market gardener who selected the largest green beans from the thinnest and most easily opened pods. The result is that it furnishes the largest green shelled beans at the earliest date. Pkt., 10c; lb., 45c; 3 lbs., \$1.20, prepaid.—Not prepaid, 10 lbs., \$2.15; 25 lbs., \$4.50.

Siebert's Early Pole Lima

This Bean is very vigorous and productive, bearing throughout a long season large tender beans of excellent quality. Pkt., 10c; lb., 40c; 3 lbs., \$1.00, prepaid.—Not prepaid, 10 lbs., \$1.75; 25 lbs., \$3.75.

King of the Garden Pole Lima

An old, well known standard sort. A strong grower and uniformly large podded. Of fine quality and a heavy yielder. Pkt., 10c; lb., 40c; 3 lbs., \$1.00, prepaid.—Not prepaid, 10 lbs., \$1.75; 25 lbs., \$3.75.

Other Pole Beans

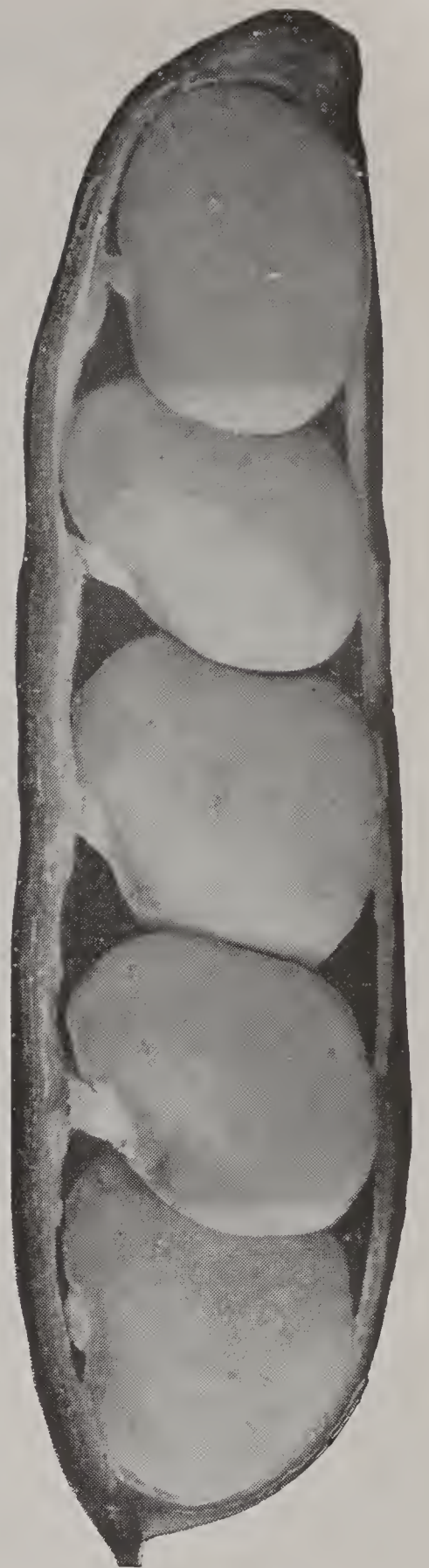
KENTUCKY WONDER or OLD HOMESTEAD.—It is enormously productive, pods hanging in great clusters from top to bottom of the pole. Pods are 8 to 9 inches long, nearly round, much curved, of rich green color. It is almost stringless, cooks tender and melting. Pkt., 5c; lb., 30c; 3 lbs., 75c, prepaid.—Not prepaid, 10 lbs., \$1.65; 25 lbs., \$3.60.

BURGER'S STRINGLESS GREEN POD (White-Seeded Kentucky Wonder).—The Best Green Pod Pole Bean for the Northern states. The vines are not very long, and can be grown on brush instead of on a pole. The pods are round and somewhat curved; very meaty, tender and of fine flavor. Pkt., 10c; lb., 35c; 3 lbs., 90c, prepaid.—Not prepaid, 10 lbs., \$1.75; 25 lbs., \$3.75.

KENTUCKY WONDER WAX. The best pole wax bean for Northern planting.—Pods are golden yellow, very thick, fleshy and of delicious flavor, but stringy. A heavy yielder. Pkt., 10c; lb., 40c; 3 lbs., \$1.00, prepaid.—Not prepaid, 10 lbs., \$1.75; 25 lbs., \$4.00.

LAZY WIFE.—The finest flavored of all as "snap-shorts." The pods are produced in abundance, and measure from 5 to 6 inches long, they are entirely stringless, very fleshy, brittle and of excellent quality. Pkt., 10c; lb., 35c; 3 lbs., 90c, prepaid.—Not prepaid, 10 lbs., \$1.75; 25 lbs., \$3.75.

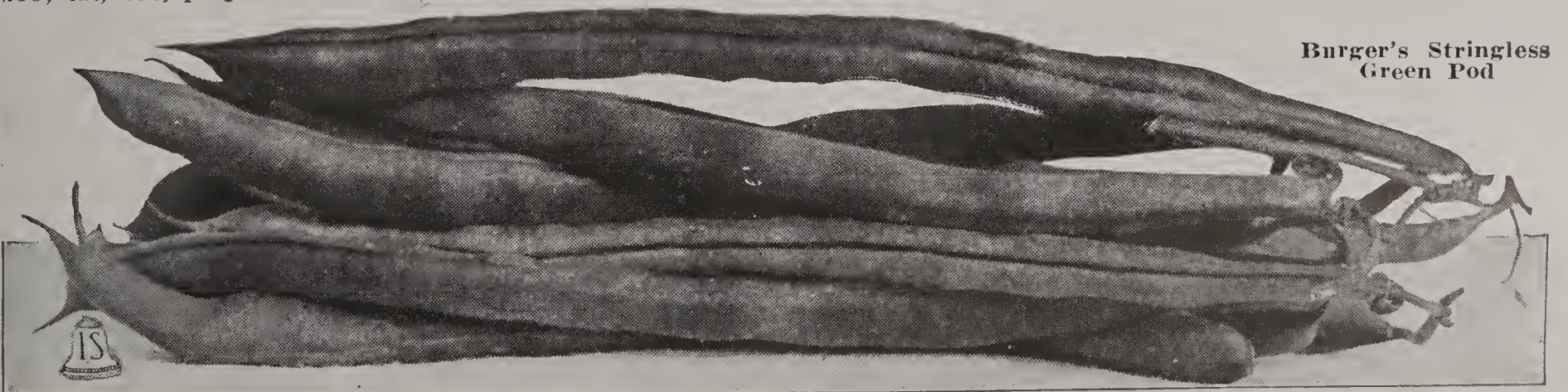
YARD LONG OR ASPARAGUS BEAN.—A great curiosity and withal a bean of excellent quality. Pods are usually 18 to 24 inches but sometimes 36 inches long. Excellent table vegetable, pods tender, of rich asparagus flavor. Pkt., 10c; ¼ lb., 25c; lb., 75c, prepaid.



Burpee's Improved Bush Lima

Burpee's Improved grows a more vigorous vine than the original Burpee's Bush Lima. The beans of Burpee's Improved are larger, and of better quality. Pods grow in large clusters 4½ to 5 inches long. The dry beans are large, thick, flat, of greenish-white color. Pkt., 10c; lb., 35c; 3 lbs., 90c, prepaid.—Not prepaid, 10 lbs., \$2.00; 25 lbs., \$4.35.

Burger's Stringless Green Pod



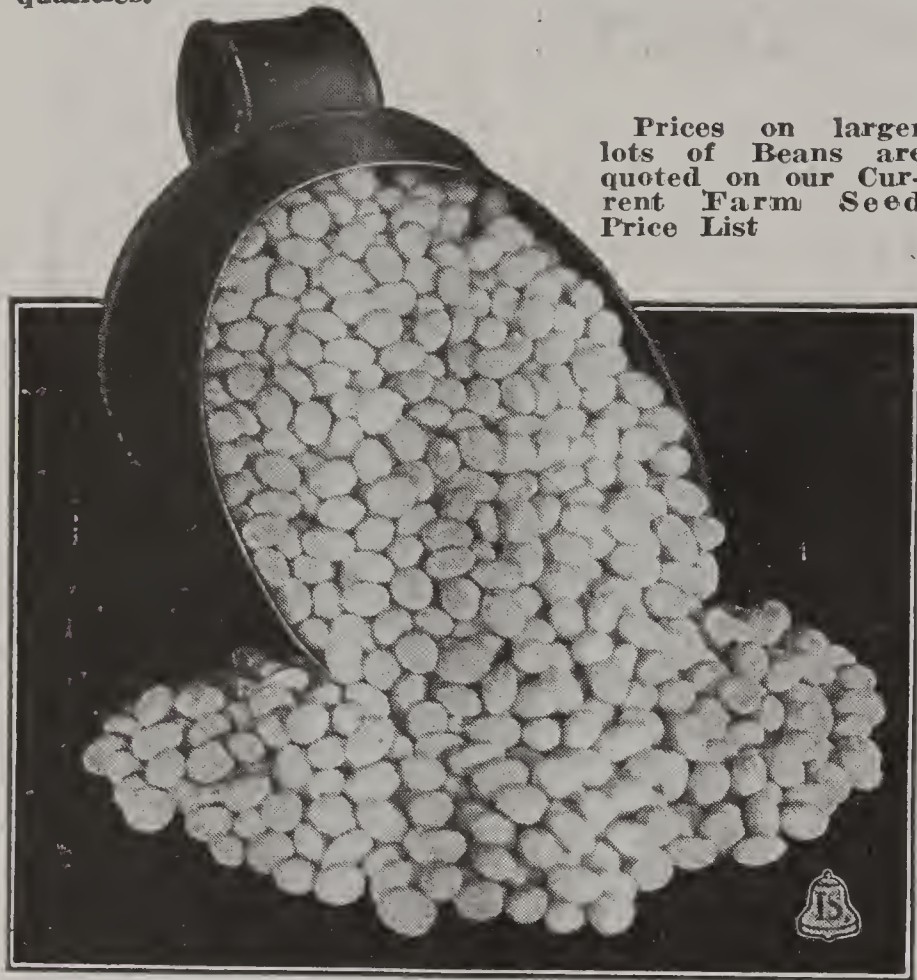
FIELD BEANS

The Best Varieties

It is a great mistake to plant poor Seed Beans. Thousands of dollars each season are lost by farmers who sow mixed seed. It causes the elevator man to cut the price he will pay you for the crop.

Likewise, seed of low germination causes a heavy loss through the poor "stand" you get.

Isbell's Seed Beans are grown especially for SEED purposes. They are carefully selected for purity and yielding qualities.



Prices on larger lots of Beans are quoted on our Current Farm Seed Price List

Isbell's Michigan Improved Pea Bean

The Best Field Bean in Cultivation. A Sure Cropper.

Isbell's Improved Pea Bean is one of the greatest money-making crops for the Michigan farmer. The pods are large and filled with medium sized, pure white, nearly round beans, which excel in cooking qualities. It is an upright grower, holding the pods well up from the ground, and a great bearer. The pods grow in thick clusters and ripen in August, the leaves falling earlier than other varieties. No other Bean excels it in yield, quality and readiness of sale on the market. Pkt., 5c; lb., 25c; 3 lbs., 65c, prepaid.—Not prepaid, 10 lbs., \$1.00.

New Robust Field Bean

Also Called Thousand-to-One Field Bean.

ROBUST is a new strain of field beans introduced by the Michigan Experimental Station and wherever it has been grown, has given excellent satisfaction. The plants are of decidedly robust growth. The ripe Beans are about the same size and shape as our Michigan Pea Beans and of clear white color. This variety is especially suited to heavier soils. Pkt., 10c; lb., 30c; 3 lbs., 75c, prepaid.—Not prepaid, 10 lbs., \$1.45.

Other Field Beans

LIGHT CRANBERRY.—A new type of field Bean which in limited quantities has sold very well. The Beans are large, oval, and cream colored with carmine stripes. The plant is spreading with runners about 4 feet long. Matures late and requires a longer season than Pea Beans. Cranberry Beans have done very well in northern Michigan along the west coast and in the Thumb district. Pkt., 10c; 1 lb., 35c; 3 lbs., 90c, prepaid.—Not prepaid, 10 lbs., \$1.75.

LARGE WHITE MARROW.—Vines large, slender, spreading, with short runners and small leaves; very prolific; seeds large, about twice the size of the white Navy Bean; ovoid, clear white, cooking very dry and mealy. Pkt., 10c; lb., 30c; 3 lbs., 75c, prepaid.—Not prepaid, 10 lbs., \$1.75.

ROYAL DWARF or WHITE KIDNEY.—Plant upright, with large, broad leaves; pods medium size, dark green; seed large, white, kidney-shaped, slightly flattened and of excellent quality green or dry. Pkt., 10c; lb., 30c; 3 lbs., 75c, prepaid.—Not prepaid, 10 lbs., \$1.75.

RED KIDNEY.—Extra Select.—We pride ourselves on the quality of our stock of this well-known baking-bean this year. Grown by ourselves. None better. Pkt., 5c; lb., 30c; 3 lbs., 75c, prepaid.—Not prepaid, 10 lbs., \$1.75.

MANGELS AND SUGAR BEETS

PLANT PLENTY FOR WINTER FEEDING OF YOUR LIVE STOCK.

CULTURE.—Both Mangels and Sugar Beets require deep, well enriched soil. Sow in May or June in rows 18 inches to 2 feet apart and 6 to 8 inches in the row. Young plants may be transplanted to fill up vacancies. As soon as frost occurs, dig the crop. For Winter store in cellar or in pits. Sow 5 to 6 pounds per acre.

The value of Sugar Beets and Mangels for stock feeding is clearly seen in the improved health and condition of the animals. They yield enormously and can be grown at trifling cost.

Mangels make excellent and rich as well as cheap Winter feed for poultry.

Mammoth Long Red Mangel

Isbell's Select Strain, often growing from 24 to 30 inches in length, weighing from 25 to 35 lbs. We place this grand variety at the head of the list and believe it deserves first place. It grows to an immense size, is enormously productive and profitable, if grown on rich, deep soil, and is an excellent keeper. This variety will yield more tons per acre than any other. Oz., 10c; ¼ lb., 20c; lb., 60c, prepaid.—Not prepaid, 5 lbs., \$2.25.

Golden Giant Mangel

A grand yellow Mangel, wonderfully prolific. Best and sweetest for milch cows. The roots of this variety are not quite as long as the Mammoth Long Red and more oval shaped at the bottom. Golden Giant is the largest and heaviest yielding of the yellow Mangels. They are easily harvested and are very rich in nutritive content. Oz., 10c; ¼ lb., 25c; lb., 70c, prepaid.—Not prepaid, 5 lbs., \$2.75.

Giant Feeding Half Sugar Mangel

Giant Feeding Sugar Beets are much more valuable for feeding purposes than the old sorts of Mangels. Yields nearly as much per acre as Mangels, and is much easier handled, keeps better and longer, and is in every way of great value to the farmer. Roots large, oval in form, with small top. Oz., 10c; ¼ lb., 20c; lb., 65c, prepaid.—Not prepaid, 5 lbs., \$2.50.

Golden Tankard Mangel

The flesh is rich deep yellow, differing in this respect from other Mangels, surpassing them in milk producing qualities. Sheep and other stock thrive on this variety. The roots are of large diameter, tapering quickly at bottom, which is quite broad with only a small tap root. It yields an enormous bulk on good land. Oz., 10c; ¼ lb., 20c; lb., 60c, prepaid.—Not prepaid, 5 lbs., \$2.25.

Sugar Beets Vilmorin's Improved

Contains a large percentage of sugar and is a good yielder. For sugar making and for feeding to stock and poultry. Of greater feeding value than the Mangels, but not as heavy yielders. Oz., 10c; ¼ lb., 25c; lb., 75c, prepaid.—Not prepaid, 5 lbs., \$2.75.

INOCULATE

All Bean Seed.

They will grow better and yield more. Package, Garden Size 25c, prepaid. Sufficient for

1 oz. to 8 lbs. seed. Small Garden size package 10c prepaid.



See Page 56.



Mangel,
Mammoth
Long Red

All of the Nicer TABLE BEETS and the Best Marketing Sorts

Each of distinctive merit. Two or three sowings through the season will give a succession of the small delicious Beets, if made about four weeks apart.

They grow so easily we recommend three sorts be planted each time in the home garden. An extra early variety like Isbell's Early Wonder, Isbell's New 1937 Superior for a little later and for "main crop," Ohio Canner.

One ounce will sow a row about 75 feet in length. Rows about 18 inches apart. An ounce package of Beet seed costs but little.

Culture Beets do best on a deep, rich, sandy loam, although will also do well on muck or any good garden soil. The first planting should be made as early in the Spring as the ground can be prepared. Sow the seed about one-half inch deep. Thin out the plants to 3 or 4 inches. The last sowing will make a fine crop for winter use. For field culture the rows are usually 24 to 28 inches apart. 5 to 6 pounds will plant an acre. A good crop should yield from 200 to 500 bushels per acre.

Isbell's Early Wonder

A Very Fine Market and Table Beet

This is an early Beet with a very small tap-root, also small top, and is of exceptionally fine dark red color. The Beets are slightly flattened and mature very evenly. Ripens so early it will mature two crops in one season on same field. Ready for use in 45 days. Very good sort for early as well as for fall or winter Beet. Some of the largest Beet canners buy seed of Early Wonder in thousand-pound lots. Pkt., 5c; oz., 10c; ¼ lb., 30c; lb., 90c, prepaid.—Not prepaid, 5 lbs., \$3.75.

Isbell's Super Detroit Dark Red

Rich Color—Superior Quality—Green Tops

See also on color page. It is truly a super strain of the well known and popular Detroit Dark Red. The roots are smooth and even in size, the flesh being of uniform deep blood-red color, decidedly fine grained, crisp and sweet. We recommend it to the large market grower as well as to the home gardener on account of fine quality, even size and good color. For canning especially you will find this beet to be all that could be desired. Pkt., 10c; oz., 20c; ¼ lb., 40c; lb., \$1.25, prepaid.

Detroit Dark Red

Detroit Dark Red Beet is one of the best main crop, all-purpose Beets in cultivation. For the home garden it is especially desirable on account of its exquisite quality, being sweet, tender and fine grained. The rich, dark red color makes an attractive dish on your table. Splendid for canning. For Market Gardeners, Detroit Dark Red is the standard main crop sort. Pkt., 5c; oz., 15c; ¼ lb., 35c; lb., \$1.10, prepaid.—Not prepaid, 5 lbs., \$4.75.



Isbell's New
1937 Superior
Beet

Isbell's New 1937 Superior Beet

Dark Red Color—For Table and Canning

Selected and bred up for rich dark red color and fine table quality. Uniform in shape, ideally suited for home use, for the market and for canning. Of fine globe shape, very smooth, with medium sized tops. The outstanding merit is the unusual sweetness and tenderness of the flesh, which is retained even when the beets grow to large size. Plant this beet for early use and main crop. Ready to use in 50 to 55 days. Pkt., 10c; oz., 15c; ¼ lb., 45c; lb., \$1.45, prepaid.

Crosby's Egyptian

The Great Extra Early Money Maker For Market Growers

A very superior extra early strain of garden Beet which has been carefully selected for years. It excels in handsome form, good size, small tops, very small taproot, fine quality, and above all, quick, rapid growth. The flesh is deep red. Takes on its turnip shape very early, a decided advantage for forcing for real early market. Pkt., 5c; oz., 10c; ¼ lb., 30c; lb., 90c, prepaid.—Not prepaid, 5 lbs., \$3.75.

Good-For-All Beet

Fine general purpose variety; good for bunching, pickling, canning and cooking for table use. Roots attain good size and hold their color and smooth shape even when 4 inches in diameter. The tops are medium size and spreading and the roots are a deep globe shape, having a fine dark red color all the way through. It may be used at any size. Pkt., 10c; oz., 15c; ¼ lb., 40c; lb., \$1.25, prepaid.

Early Blood Turnip

Early and of extra fine quality. The color is a rich dark red, and the beets are free from side or fibrous roots, being always smooth. Excellent for a main or summer crop, or for use in winter, as it is a good keeper. Tender, sweet and crisp. Ready for use in 45 days. Pkt., 5c; oz., 10c; ¼ lb., 25c; lb., 75c, prepaid.

Ohio Canner

The Ideal Canning Beet

This Beet has been developed to meet the exacting demands of the canner for a smooth, perfectly formed Beet with deep colored flesh. It is the result of the inbreeding of many generations of Beets by the Ohio Agricultural Experiment Station. The tops are small and dark colored. The roots are uniformly round in shape with a small tap root. The color of the flesh is intense deep blood-red without any trace of light zones. The smooth symmetrical form and superior color are combined to make this a perfect canning and pickling Beet. Also splendid for the home garden because of the fine table quality. Pkt., 10c; oz., 15c; ¼ lb., 45c; lb., \$1.25, prepaid.

Swiss Chard or Spinach Beet

LUCULLUS.—The best garden sort. Produces large, tender stalks with curly leaves. You may start cutting in 35 to 40 days. Pkt., 5c; oz., 10c; ¼ lb., 30c; lb., 90c, prepaid.

WHITE LYON—PLAIN LEAF.—Very broad midribs with plain leaves and for this reason preferred by many planters. Pkt., 5c; oz., 10c; ¼ lb., 30c; lb., 85c.



Ohio
Canner

ISBELL'S CABBAGE SEED

The fundamental principle to success in growing any seed crop is explained in the one word "Selection." Without it one cannot obtain seed stock true to type that will produce the dependable and uniform quality of seed which our trade requires.

This applies perhaps more forcibly to Cabbage culture than to any other crop.

Isbell seed stock has been carefully selected and then is sown for the seed crop where the climatic and soil conditions are perfect, in the Puget Sound country of Washington, in Denmark, and elsewhere.

Our Cabbage seed is certain to grow well, certain to produce hard, long keeping heads and certain to be disease resistant.



The Golden Acre

EARLY VARIETIES

The Golden Acre

Danish Grown Seed

It matures hard, round heads nine inches in diameter, 80 to 85 days from time of sowing seed. It is uniform in size and growth, compact in habit, with few outer leaves, permitting close planting. The heads are firm and solid and fully equal to any of the late sorts in this respect. Can be shipped long distances and arrive in good condition. A profitable variety to raise for the early market. Pkt., 10c; oz., 25c; 1/4 lb., 85c; lb., \$2.90, prepaid.

Disease-resistant Strain Golden Acre

This type is resistant to the yellows. A valuable new addition to the early round head sorts. Can be cut about twelve days earlier than Marion Market. Pkt., 15c; oz., 60c; 1/4 lb., \$1.75; lb., \$6.00.

Isbell's Lightning Express

The Earliest Hard Heading Cabbage in Cultivation

Combines earliness with solidity, good size, delicious flavor, tenderness and productiveness. We have no hesitancy in making the bold claim that it is the Earliest Cabbage in Cultivation. It has produced fine marketable heads in 75 days from the sowing of the seed. Heads are cone-shaped or pointed. Very hardy, permitting earliest planting. We can recommend Isbell's Lightning Express Cabbage to the market gardener, trucker and private planter. Pkt., 10c; oz., 30c; 1/4 lb., \$1.00; lb., \$3.50; prepaid.

Other Well Known Early Sorts

EARLY JERSEY WAKEFIELD.—Our special stock of this popular sort will give entire satisfaction to the large planter and for the home garden. Pkt., 5c; oz., 20c; 1/4 lb., 70c; lb., \$2.50, prepaid.

CHARLESTON or LARGE WAKEFIELD.—A large form of the Jersey Wakefield, maturing a week later, but is a heavier yielder. Pkt., 5c; oz., 20c; 1/4 lb., 70c; lb., \$2.50, prepaid.

EARLY WINNINGSTADT.—Old standard sort. A good keeper, recommended for kraut making. Pkt., 5c; oz., 20c; 1/4 lb., 65c; lb., \$2.25, prepaid.

EARLY FLAT DUTCH.—Standard second early sort, producing large heads of flat shape. Pkt., 5c; oz., 15c; 1/4 lb., 50c; lb., \$1.75, prepaid.



Isbell's New 1937 Early

Copenhagen Market

Our seed comes direct from the grower at Copenhagen. A valuable early Cabbage, producing fine, large heads of light green color, averaging six pounds in weight; uniform in shape and size and very solid, with few loose leaves. A vigorous grower and an excellent keeper. The entire crop can be harvested at one time. Ready for market in 85 to 90 days. Pkt., 10c; oz., 20c; 1/4 lb., 65c; lb., \$2.25, prepaid.

Isbell's New 1937 Early Cabbage

The Earliest Round-Head Cabbage

After many years of breeding work, our Danish grower has developed an extra early round-head Cabbage that we consider the very best early sort for market and the home garden. Fine large heads of nearly globe shape and great uniformity to type. Every head in the field is of the same size and matures at the same time. The plants are of compact growth, the heads very firm and heavy, averaging about 8 pounds in weight. It is the best keeper of the early sorts. Isbell's 1937 Early Cabbage is fully as early as the Wakefield types and the heads are much larger.

For the market gardener this variety is a real money-maker and will bring repeat business on account of the superior quality. Pkt., 10c; oz., 30c; 1/4 lb., \$1.00; lb., \$3.50, prepaid.

Marion Market

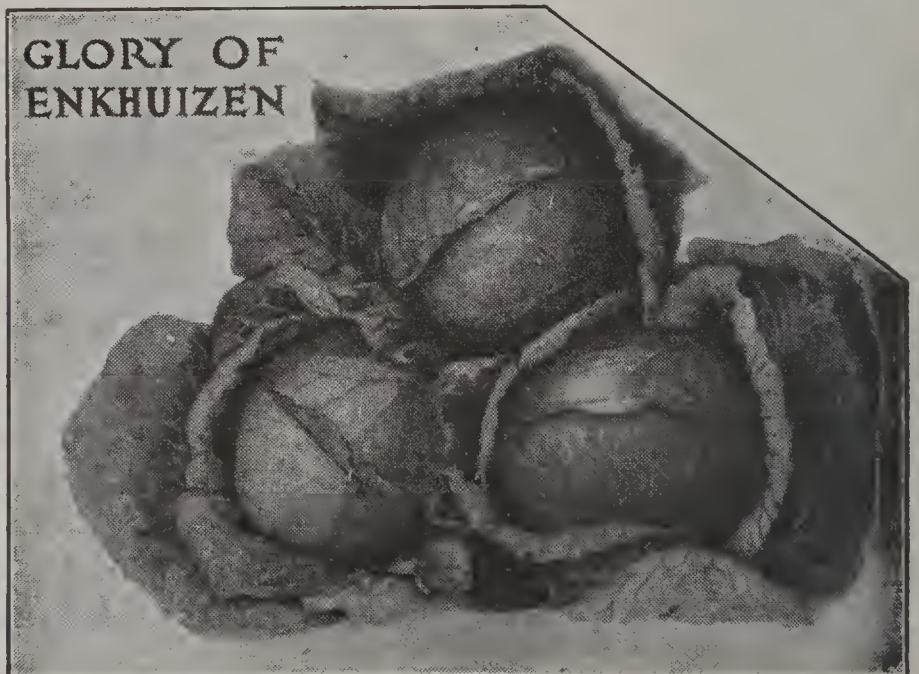
Disease Resistant

Will mature in 75 days, producing fine round heads of the Copenhagen Market type. The heads are solid, fine grained and tender, weighing 8 to 10 pounds each. Has given wonderful satisfaction, producing a normal crop on yellow-infected soils where the non-resistant strains failed almost entirely. Highly recommended to the Cabbage grower for market and is equally as good for the home garden. If you have experienced trouble growing good cabbage owing to yellows disease, try this variety for better results. Pkt., 10c; oz., 50c; 1/4 lb., \$1.50; lb., \$5.50, prepaid.

Glory of Enkhuizen

One of the very finest sorts with round, solid white heads of good size, fine ribbed, and is of excellent quality. This is not only a great Cabbage for second early market use, but it is also profitable to raise for fall use. Largely used by kraut makers. Ready for market in 90 days. Pkt., 5c; oz., 20c; 1/4 lb., 60c; lb., \$2.00, prepaid.

GLORY OF ENKHUIZEN



Main Crop CABBAGE

CULTURE.—In general, the dates given below are correct for the Northern and Central States.

For early use, sow seeds of the early kinds in the hotbeds or in a box in the house during February and up to March 10th; transplant to the open ground in April, in rows 2 feet apart and 18 inches in the row; or sow a bed of seed outside as soon as the soil can be worked. Transplant in about four weeks.

For second early Cabbage, sow in April and transplant in May. For late Cabbage, sow in May and transplant June 15th to July 5th in rows 3 feet apart and 2 feet in the row. In transplanting, it is important that plants be set down to the first leaf. Liming the soil will increase your crop.

GOOD SEED is of the utmost importance in all crops, and no doubt it has a greater effect on the final outcome of the Cabbage crop than any other. In buying Isbell's strains of Cabbage you take the first step in the right direction.

Cabbage requires rich, deep, mellow soil, high manuring and good culture to obtain fine, solid heads and a big crop. For Cabbage worms dust with "Slug Shot," using the Feeny Duster (See page 85). For Cabbage lice use "Ever Green."

One ounce of seed produces 2,500 to 3,000 plants; 4 ounces will grow enough plants to set one acre.

All Seasons

One of the finest for second early or late, growing to a large size quickly and surely. The heads are extremely hard and solid, round, flattened at top. It is called "All Seasons" because it is good for Autumn as well as early Summer. Pkt., 5c; oz., 20c; ¼ lb., 60c; lb., \$2.25, prepaid.

Kraut King

In many sections of Michigan and Ohio, Kraut King is the favorite Cabbage with the kraut packers. It is an immense yielder, often producing 25 tons or more per acre. The heads are almost perfectly round and very firm. We recommend it to grow for kraut and for second early market use. Pkt., 10c; oz., 25c; ¼ lb., 75c; lb., \$2.50, prepaid.

Isbell's Jackson Winter

A very good Cabbage for Winter Keeping.—This splendid variety was brought into this country from the Fatherland by a good old German gardener. Our market gardeners have grown it for many years with great success. The head is of good size, very hard and heavy, and has remarkable keeping qualities. Pkt., 10c; oz., 25c; ¼ lb., 75c; lb., \$2.50, prepaid.

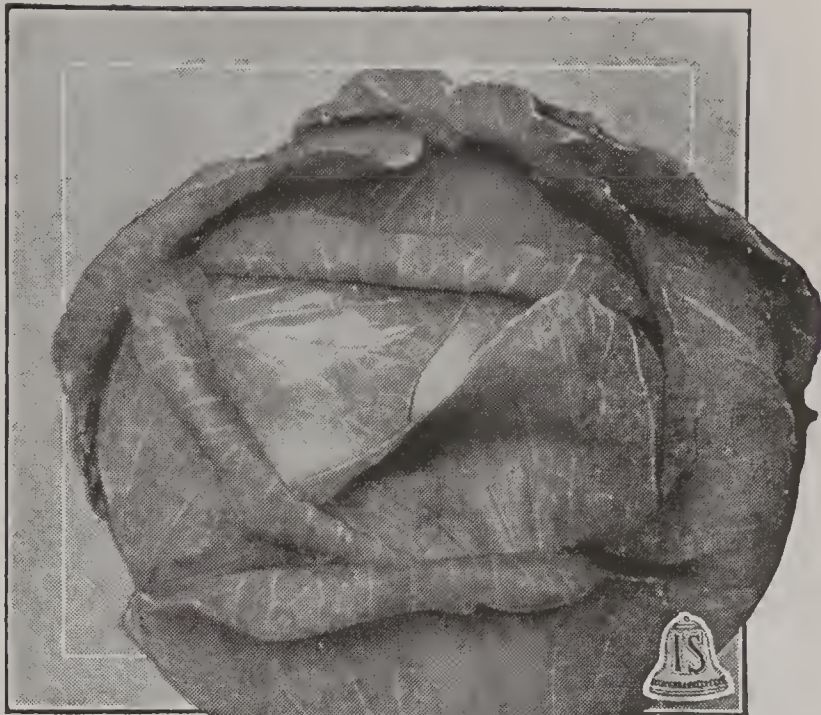
Bugner—Yellows Resistant

A late winter keeping cabbage of the drumhead type, bred for yellows-resistance. This variety is grown extensively in Illinois and Wisconsin. It is a heavy yielder. Pkt., 10c; oz., 35c; ¼ lb., \$1.15; lb., \$4.00, prepaid.

Penn State Ballhead

Claimed to be the heaviest yielding cabbage in the world. This improved American strain was developed at the Pennsylvania State College. It is a medium tall stem strain of Ballhead producing extra large and solid heads. Crops of over thirty tons per acre have been produced of this variety. Pkt., 10c; oz., 35c; ¼ lb., \$1.15; lb., \$4.00.

Danish
Ballhead,
the Best
Late
Cabbage



Isbell's
Surehead

Isbell's Surehead

Well known variety and one of the very best late Cabbages. Heads are very uniform in shape, of the flat head type, weighing ordinarily from 10 to 15 pounds each. Of very good quality, solid and of fine texture. Certain to head, drought resisting, about 10 days earlier than Danish Ballhead. Grown extensively for winter use. Pkt., 5c; oz., 20c; ¼ lb., 60c; lb., \$2.25, prepaid.

Isbell's Premium Flat Dutch

The heads are of bluish green color, flat on top, and are solid and large. Has few outer leaves and short stem. It cuts white and crisp, the flavor is excellent. Ready for market in 125 days. Pkt., 5c; oz., 20c; ¼ lb., 60c; lb., \$2.25, prepaid.

Volga or Stonehead

Profitable Market and Kraut Sort

Plants set out July 9th on very ordinary soil, produced large, solid heads by the 10th of October—two or three weeks earlier than other large kinds. The heads are round and very hard. The quality of this Cabbage is very fine; it is a great keeper. Pkt., 10c; oz., 25c; ¼ lb., 80c; lb., \$2.75, prepaid.

Wisconsin Hollander Yellows Resistant

In many of the Cabbage growing districts the disease called "yellows" has caused great losses to the Cabbage growers. By selecting and breeding a yellows disease-resistant variety of the Danish Ballhead type known as Wisconsin Hollander, this problem has been solved. Pkt., 10c; oz., 35c; ¼ lb., \$1.15; lb., \$4.00.

Danish Ballhead

Also Known as Hollander, Dutch Winter and Tall Stem Ballhead

ISELL'S GENUINE DANISH GROWN TALL STEM BALLHEAD CABBAGE is without a superior as a heavy, solid, long-keeping variety. It is the best shipping Cabbage in cultivation. It has very few outer leaves, which permits close planting. It is medium in size, very fine grain, tender and crisp.

DANISH BALLHEAD is the hardiest of all Cabbage. The hardness, solidity and weight of heads is truly wonderful. The crop can be stored just as safely as potatoes. Especially recommended for Michigan, Ohio, Pennsylvania, New York, Minnesota, Wisconsin and other northern states. Danish Grown Seed: Pkt., 10c; oz., 25c; ¼ lb., 75c; lb., \$2.50, prepaid.

Danish Roundhead

The short-stemmed type of the famous Danish Ballhead. Although of very robust growth, has rather less leaves than the original strain of Danish Ballhead. The heads are fully as large and of equally good quality, maturing a few days earlier. Pkt., 10c; oz., 25c; ¼ lb., 75c; lb., \$2.50, prepaid.

Cabbage Plants are on page 83.

Red - CABBAGE - Savoy



Celery Cabbage

Red Stonehead

The most solid and compact of all red varieties, sure heading and tender. The heads of medium size; do not crack, and even in late Spring the Danish Stonehead comes out of storage hard and sound. Rich dark red color; valuable for market and for pickling. Danish grown seed. Pkt., 10c; oz., 30c; ¼ lb., \$1.00; lb., \$3.50, prepaid.

Mammoth Rock Red

The largest of the red Cabbages and a sure header; heads round, very solid, weighing 10 to 12 pounds, and an attractive red color. A very hardy variety. Pkt., 10c; oz., 25c; ¼ lb., 70c; lb., \$2.75, prepaid.

Earliest of All Savoy

Forms medium sized, very solid heads, with leaves finely crimped. Without question the earliest and finest Savoy; its fine appearance and delicate, sweet flavor is unexcelled. A fine salad Cabbage. Pkt., 15c; oz., 35c; ¼ lb., \$1.25; lb., \$4.00, prepaid.

Drumhead Savoy

The quality and flavor of this "crumpled leaf" Cabbage is very superior; grown in fall and allowed to be touched by frost, it is sweet, delicate and most delicious. A general favorite for home and market. Pkt., 10c; oz., 20c; ¼ lb., 65c; lb., \$2.25, prepaid.

Celery Cabbage—Improved Pekin or Chihli

Delicious in taste—valued highly by epicures, Celery Cabbage resembles Celery, and yet is like Cos Lettuce. Firm, crisp heads, easily blanched. As palatable as lettuce, keeps better and can be grown at half the cost. Boiled like cabbage it is of equal flavor and many people who do not like ordinary cabbage enjoy this Celery Cabbage. Excellent cooked as greens or as a salad. Full cultural directions on every packet. Not hardy to frost, but does best in cool weather. Pkt., 10c; oz., 20c; ¼ lb., 60c; lb., \$1.90, prepaid.

Cabbage and Cauliflower Plants are on page 83.

MRS. ARTHUR COUSINO OF ERIE, MICH., writes: "I got some Pekin Celery Cabbage seed from you last year and had the nicest Celery Cabbage that you would want to see. Some heads were 21 inches long."

SNOW-WHITE

CAULIFLOWER

DELICIOUS

In order to be a success, Cauliflower must either be started very early or very late. Cauliflower loves cool, moist weather and it will not head up well during the hot dry midsummer months. For early Cauliflower the seed should be started under glass from January 20th to February 15th, so that good plants will be ready to set outdoors the first week in April. For late Cauliflower the seed may be sown outdoors from May 10th to June 1st, and transplanted into the field July 1st to 15th. One ounce of seed will produce 2000 to 2500 plants. To kill the worms on Cauliflower, dust with "Slug Shot." For green lice use "Ever Green" or Black Leaf 40.

Isbell's Super Snowball

A New and Superior Type.

This strain of Snowball is earlier, **hardier** and more vigorous than any of the older types, and it yields a higher grade product. The plants start to head nearly all at the same time throughout the field. The head is perfectly protected by the long leaves until it reaches a size of five inches in diameter, when it should be tied up. The head will finally attain a size of ten inches across.

The crop matures with great uniformity and the heads are of snowy whiteness, exceptionally high, very solid, and heavy. We recommend it very highly to all growers of Cauliflower as the very finest stock obtainable at any price. Best quality Danish grown seed. Pkt., 25c; ¼ oz., 80c; ½ oz., \$1.40; oz., \$2.50; ¼ lb., \$8.00; lb., \$30.00.

True Early Snowball

This also is Danish grown seed but matures a little later than Isbell's Super Snowball. It is a good reliable strain of Cauliflower for market and the home garden, producing good sized heads of snow-white color. Ready for market in 105 days. Pkt., 15c; ¼ oz., 50c; ½ oz., 90c; oz., \$1.60; ¼ lb., \$5.50; lb., \$20.00.

Early Paris

An early dwarf sort that heads up well and the quality is quite good. Many of our customers like the Early Paris at the low price. Pkt., 5c; ½ oz., 45c; oz., 75c; ¼ lb., \$2.50.

WHAT HER GRAND-FATHER SAID: "My grandfather always bought his garden seed from you when he was living. He said your seeds gave better results than others he tried."—MRS. JOHN W. YAGER, Tannersville, N.Y.

Isbell's Perfection Cauliflower

When you raise Cauliflower you like to have each plant develop a beautiful snow-white head, round as a ball, and solid all the way through. This kind of head makes a nice appearance on your table, and sells well at top-notch prices. You will come very close to this ideal if you plant our Perfection Cauliflower strain. While not quite as early as Snowball, the heads of "Isbell's Perfection" are better protected by leaves, and are very firm, solid and heavy. Pkt., 25c; ¼ oz., 80c; ½ oz., \$1.40; oz., \$2.50; ¼ lb., \$7.50, prepaid.

Danish Dry Weather

Danish Grown Seed

This strain produces large, solid, pure white heads, maturing later than **Early Snowball**. It is in all respects a first-class Cauliflower, and is especially adapted to dry situations and to resist drought. Like all other Cauliflowers it requires high culture. Ready for market in 110 days. Best quality Danish grown seed. Pkt., 15c; ¼ oz., 50c; ½ oz., 90c; oz., \$1.60; ¼ lb., \$5.50, prepaid.

For Cauliflower Plants See Page 83.

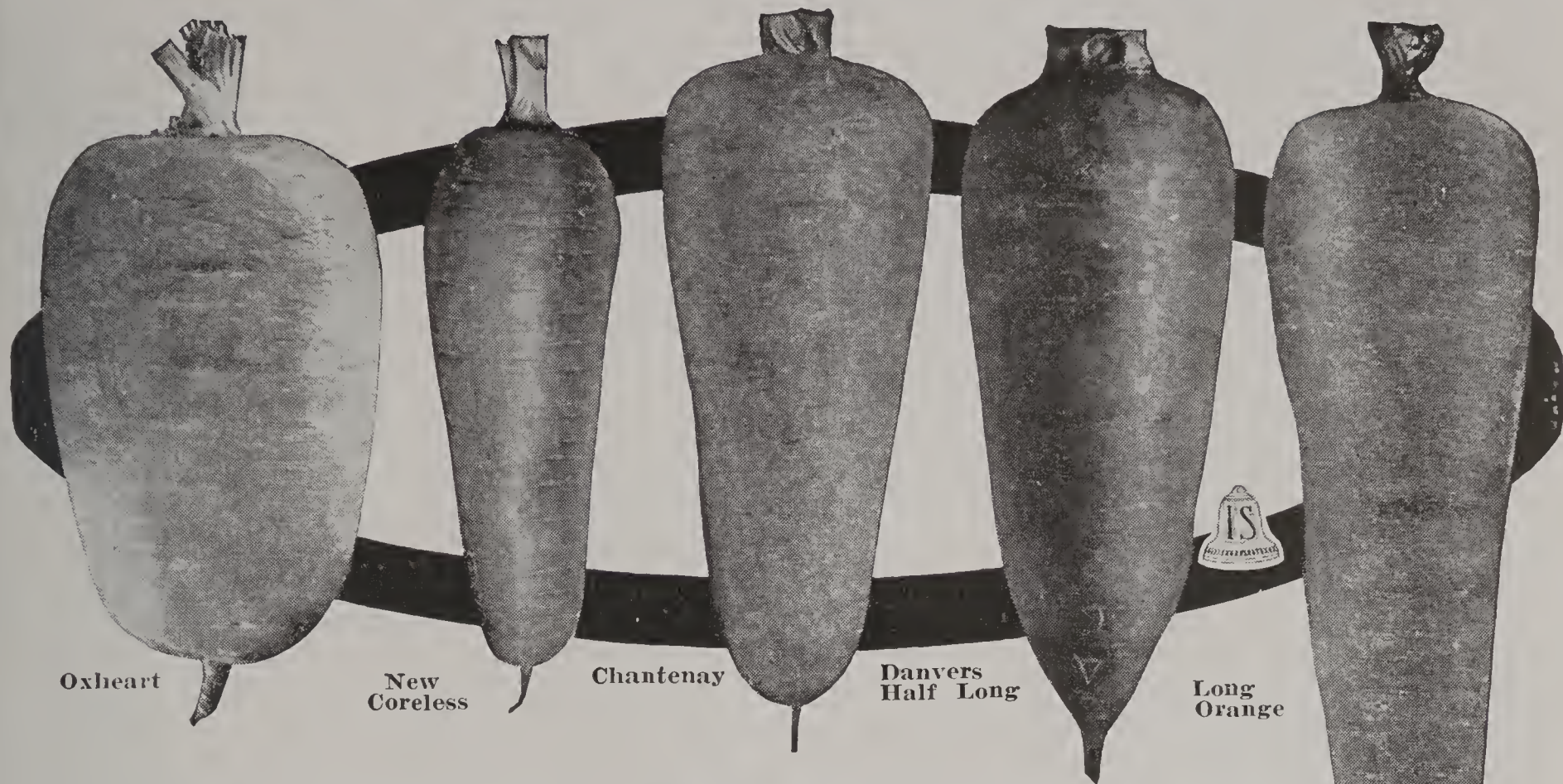


Isbell's Super Snowball Cauliflower. Pkt., 25c.

CARROTS

Rich in Health Giving
Vitamins

TABLE VARIETIES



Oxheart

New
Coreless

Chantenay

Danvers
Half Long

Long
Orange

Several plantings can be made starting very early in the spring, as soon as you can work the ground. Another planting late in May or early June and in July for the late crop, to store for winter.

Never cover seeds more than $\frac{1}{4}$ inch and sow them thickly. When seedlings are an inch or so high thin them out to stand about 2 inches apart in the row for the small sorts and twice as far apart for the larger later varieties. Rows should be from 12 to 18 inches apart. One ounce for 100 foot row; 4 to 5 lbs. for acre.

New Supreme Half Long One of the 1937

ALL-AMERICA SELECTIONS

A half long type which resembles a slender, refined Danvers. The color of the exterior and the inside is the finest of any Carrot to date. The core is small and of an attractive red color. Tops are small and roots very smooth. Roots grow almost entirely beneath the surface.

In quality and flavor it is unexcelled. Supreme Half Long is destined to become a money-maker for the market gardener and will please the home gardener in every respect. Pkt., 15c; oz., 25c; $\frac{1}{4}$ lb., 60c; lb., \$1.75.

Isbell's New Coreless

Earliness and Quality—For Market and Home Use

An early variety of superior flavor and without core. highly recommended for market and home use. It is a half long, cylindrical, blunt-pointed variety, with a very small taproot and small, fine top. The shape and size are extremely uniform, averaging 6 to 7 inches in length and $1\frac{1}{2}$ inches in diameter, clean-skinned, smooth and easily pulled. The color is a rich red-orange and its flavor is of the finest. Pkt., 10c; oz., 15c; $\frac{1}{4}$ lb., 40c; lb., \$1.25.

Isbell's Super Chantenay

Early—Coreless—Tender—Sweet

This super strain of Chantenay produces very smooth roots of even shape and size, free from eyes and side roots. The color is a rich orange and the sugar content very high. In quality and tenderness nothing more could be desired. Short tops but strong enough to bunch easily. The Carrots are 5 to 6 inches long, evenly stump rooted. Pkt., 10c; oz., 15c; $\frac{1}{4}$ lb., 45c; lb., \$1.25, prepaid.

Nantes Half Long Scarlet

Very sweet and nearly coreless, of good shape; cylindrical, very smooth and about 6 inches long. Of deep orange-red color; crisp, tender and of very fine flavor. Fine home-garden sort, excellent for early market use. Pkt., 10c; oz., 15c; $\frac{1}{4}$ lb., 40c; lb., \$1.20, prepaid.

More Table Carrots

Detailed descriptions seem unnecessary for these well known sorts.

DANVERS HALF LONG OXHEART OR GUERANDE
CHANTENAY—(Half Long) IMPROVED LONG ORANGE
Pkt., 5c; oz., 10c; $\frac{1}{4}$ lb., 30c; lb., 90c, prepaid.

Imperator or Tendersweet

Of Handsome Appearance and
Unsurpassed Quality

This new type was developed especially to supply the demand for a longer and better colored Carrot. The roots are very smooth, and taper gradually with both ends well rounded. When mature the roots average 7 to $8\frac{1}{2}$ inches long and are $1\frac{1}{4}$ to $1\frac{1}{2}$ inches in diameter. The flesh is a rich orange color which extends to the center of the root. They are fine grained and very attractive in appearance. The tops are strong enough to tie up well making it an ideal variety for bunching for the market. Matures nearly as early as the shorter varieties but is much superior in quality and appearance. Pkt., 10c; oz., 15c; $\frac{1}{4}$ lb., 35c; lb., \$1.00, prepaid.

Isbell's New 1937 Table Carrot

Ideal in Shape and Unexcelled in Quality

This fine new carrot was developed especially to meet present day demands for a longer, smoother, better quality carrot. The handsome slender roots are cylindrical in shape, 7 to 8 inches long and of a rich deep red color, extending clear to the center. The exceptionally rich, sweet flavor combined with the natural tenderness makes this the carrot par excellence. Its beautiful appearance and uniform shape also make this an attractive bunching sort for market. Pkt., 10c; oz., 20c; $\frac{1}{4}$ lb., 50c; lb., \$1.50.

FIELD CARROTS

Carrots will pay you well if sown for a feeding crop for cows, horses or sheep. A large yield can be taken from a small piece of ground. Sow any time before July 1st in rows 24 to 30 inches apart. Thin to 6 inches in the row. Two to three pounds of seed to the acre.

ISBELL'S VICTORIA.—Largest and best feeding Carrot of the yellow varieties. Color is orange-red. Exceptionally heavy cropper. Oz., 15c; $\frac{1}{4}$ lb., 45c; lb., \$1.45, prepaid.

ISBELL'S MAUDE S.—The Great Stock Carrot. This is the heaviest cropping Carrot grown. The flesh is white, crisp, solid and very sweet in flavor. Oz., 10c; $\frac{1}{4}$ lb., 25c; lb., 75c, prepaid.—Not prepaid, 5 lbs., \$3.25.

LARGE YELLOW BELGIAN.—An old favorite stock Carrot of light yellow color. Very heavy yielder. Oz., 10c; $\frac{1}{4}$ lb., 25c; lb., 85c, prepaid.—Not prepaid, 5 lbs., \$3.25.



New Golden Detroit

Perfected White Plume

Perfected White Plume is the finest strain of White Plume Celery grown. This variety is most widely known and highly valued by market gardeners throughout the northern country. It is the recognized best of the white varieties. Not only does the stem whiten, but the leaf itself, especially every inner leaf, assumes the attractive white color. Well-grown White Plume is simply perfect, both in palatability and beauty, but is not recommended as a long keeper. Our strain is extra choice. Pkt., 10c; oz., 25c; ¼ lb., 75c; lb., \$2.50, prepaid.

Celery Seed for Flavoring

Used in place of fresh Celery for soups, pickles, etc. ¼ lb., 20c; lb. 65c, prepaid.

CELERY Much Easier to Grow Your Own than Most Folks Imagine

Over 400 stalks can be raised from one packet of seed. At ten cents for three stalks you thus get about \$14.00 worth of fresh, crisp, tender celery at the small cost of 10c to 15c for the seed.

CULTURE.—Celery seed is slow to germinate and ample time must be given. Sow thinly; cover lightly. Keep constantly moist. Count on about 7,500 plants per ounce of seed, or ¼ lb., per acre. When the seedling plants are three inches high they should be thinned out one inch apart, or else transplanted.

Celery is mostly grown under flat culture, without trenches, in rows 3 to 5 feet apart. For home use Celery is often grown in double rows, 10 inches apart without trenching, and banked for Winter storage just where it grows, without lifting.

New Golden Detroit

The Best Dwarf Self Blanching Sort

Medium late and particularly valuable for shipping. It is the standard of excellence in the self blanching class of Celery. A very uniform, pure line selection of the old well known Dwarf Golden Self Blanching. The plants grow 20 to 22 inches tall, are heavy, compact and full hearted, with broad, very thick stems. In quality and flavor it is second to none. The edible stalks blanch to a rich golden-yellow color. Pkt., 20c; ½ oz., 60c; oz., \$1.00; ¼ lb., \$3.50, prepaid.

Select Golden Self Blanching—Tall

Large market growers and critical planters consider it the best and most profitable for early market. Plants grow tall, 20 to 25 inches; stalks are quite thick and blanch easily. Of beautiful golden-yellow color, crisp and brittle with a rich nutty flavor. Gives entire satisfaction, in yield and quality. Pkt., 10c; ½ oz., 40c; oz., 65c; ¼ lb., \$2.00; lb., \$7.00, prepaid.

Golden Plume or Wonderful

Fine large early Celery of superior quality and splendid appearance. Large, heavy stalks with a full, solid heart; always crisp, brittle and of finest flavor. Blanching easily and quickly; the plants are vigorous, showing marked resistance to Celery blight. For the early market and for home use it is very desirable. Pkt., 10c; oz., 50c; ¼ lb., \$1.75; lb., \$6.00.

Easy Blanching

A very useful variety for the home gardener as well as the professional. Fine for early use and for Winter keeping; is brittle but thick and very rich to eat. The easiest and quickest to blanch and keeps real well in the trench. Grows equally well on muck or upland. Pkt., 10c; oz., 35c; ¼ lb., \$1.20; lb., \$4.00, prepaid.

Giant Pascal or Winter King

No other sort equals **Giant Pascal** for winter use at home and for nearby markets. It is too crisp for shipping. The stalks are remarkably large, crisp and brittle, fine nutty flavor. It blanches to a beautiful pale yellow color. Pkt., 5c; oz., 20c; ¼ lb., 65c; lb., \$2.25, prepaid.

Celeriac or Turnip-Rooted Celery

An easily grown vegetable that should be in every garden. Forms a turnip shaped root with flavor of fine Celery. Splendid for stews, soups and salads, or boiled like parsnips. Pkt., 10c; oz., 25c; ¼ lb., 75c; lb., \$2.50.

GROW SOME POP CORN FOR POPPING

Pop Corn is a very profitable crop, yields well even in unfavorable seasons and there is always a good market for it. May be planted quite late in season, which is another advantage. Plant at rate of 5 to 8 pounds per acre in drills 3 feet apart, dropping seed 1½ feet apart in the rows. Or plant in hills, using 4 to 6 pounds of seed per acre. Cultivate the same as field corn.

South American Mushroom

Also sold as T. N. T. When popped, the kernels are larger than any other sort and are of a rich creamy yellow color. They are nearly round or mushroom shaped, hence the name. The flavor is something new in pop corn and is truly delicious. The stalks grow 6 to 8 feet tall and produce two and often three large ears which are 9 inches long or over. The kernels are deep orange in color. Pkt., 10c; lb., 30c; 3 lbs., 75c, prepaid.—Not prepaid, 10 lbs., \$1.75.

Black Beauty

Ripens earlier than any other sort, and yields very heavily. Ears are medium size and the kernels rounded and smooth. Pops large and is decidedly tender and crisp. Although the kernels are black, they show up nice and white when popped. Pkt., 10c; lb., 30c; 3 lbs., 75c, prepaid.—Not prepaid, 10 lbs., \$1.50.

Australian Hulless

Also known in some sections as Japanese Rice, Tom Thumb or Bumble Bee Pop Corn. The Australian Hulless is a dwarf growing Corn, a heavy yielder of attractive ears, peculiar in form, being nearly as thick as long. The kernels are long, slim and pearly white in color. Its crowning merit is its popping quality. Pkt., 10c; lb., 30c; 3 lbs., 75c, prepaid.—Not prepaid, 10 lbs., \$1.75.

Monarch White Rice

Our strain is an improvement, with large ears, and are more abundantly produced. We found many stalks in our fields that had three to four nice, well developed ears to each stalk. Pkt., 5c; lb., 25c; 3 lbs., 65c, prepaid.—Not prepaid, 10 lbs., \$1.35.



Australian Hulless—The Quality Pop Corn

CELERIAC

Turnip Rooted Celery

This popular vegetable deserves wide cultivation. Used in salads, soups and stews, or boiled like Parsnips or Turnips it makes a delicious dish. Sow seed as soon as ground is in good workable condition, and when plants are 3 inches high, transplant to stand 6 inches apart in the rows. To keep for winter, pack in damp sand in the cellar. Pkt., 10c; oz., 25c; ¼ lb., 75c; lb., \$2.50.

Chives or Schnittlauch

An onion-like plant, which by some is highly esteemed for use as a salad, and the green stems afford a very pleasant onion flavor for soups. The seed may be sown in rows in the garden or in boxes and transplanted. Pkt., 10c; oz., 40c; ¼ lb., \$1.35, prepaid.—Chives plants, per clump, 25c, prepaid.

Collards

A hardy and excellent vegetable for winter use. Sow from March until July as directed for Cabbage. Set plants out in rows 3 feet apart, and 2 feet apart in the rows. Four ounces will produce enough plants to set an acre.

GEORGIA, SOUTHERN, or CREOLE.—We offer the true white or green stemmed sort so extensively used. Pkt., 5c; oz., 10c; ¼ lb., 20c; lb., 65c.

Cress

This plant is grown extensively for salad. Plant seed thickly in shallow drills 12 inches apart, in the spring, and for a succession every two weeks.

FINE CURLED OR PEPPER GRASS.—Quick growing; leaves finely cut and feathery, ornamental, crisp and pungent. Pkt., 5c; oz., 10c; ¼ lb., 25c; lb., 75c, prepaid.

WATER CRESS.—Highly esteemed as a salad. Also used as a garnishing for meats. Sow the seed in cool, moist soil in early spring or if a shallow running stream or ditch is near, the seed may be sown within. Pkt., 10c; oz., 40c; ¼ lb., \$1.25.

Dandelion

LARGE-LEAVED FRENCH.—The young leaves are useful for "greens" and are very popular as a spring tonic. Sow seed as soon as ground can be worked, in rows one foot apart. Pkt., 10c; ½ oz., 30c; oz., 50c; ¼ lb., \$1.50.

Endive

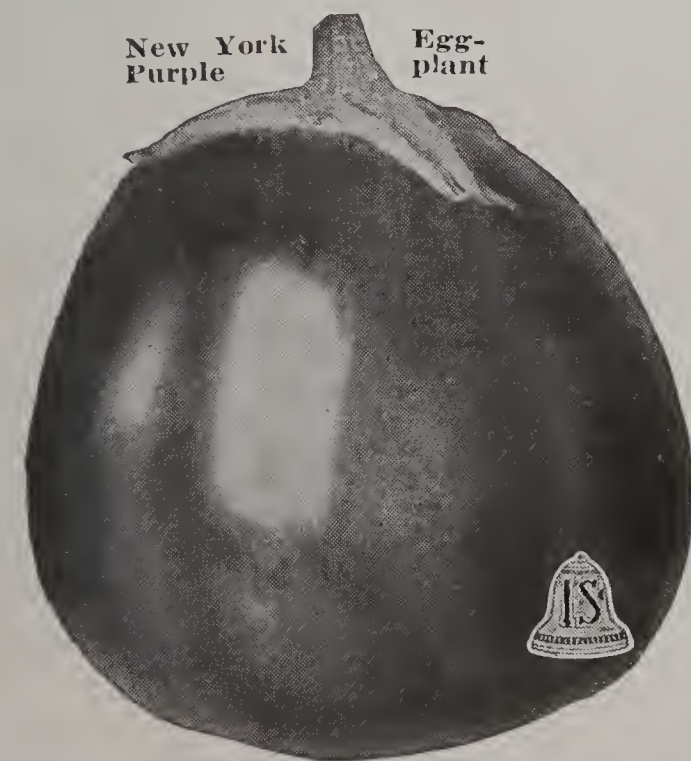
One of the best salads for fall and winter use; also desirable for greens and for flavoring soups and stews. For early spring crop sow as early as ground can be worked well, in shallow drills 15 to 18 inches apart. Transplant when 2 to 3 inches high or thin to one foot apart in rows. For fall and winter use sow from June until August.

LARGE GREEN CURLED.—A fine market sort; tender, green leaves which blanch white. Pkt., 5c; oz., 10c; ¼ lb., 30c; lb., 90c, prepaid.

BATAVIAN FULL HEART.—An improved strain with larger leaf and broader, thicker head; also matures earlier. Excellent for market gardeners and shippers. Pkt., 10c; oz., 15c; ¼ lb., 45c; lb., \$1.25, prepaid.

EVER WHITE CURLED.—A very beautiful sort in which the leaves are very light colored, even the outer ones being nearly white. Does not need to be tied up for blanching. Pkt., 10c; oz., 15c; ¼ lb., 45c; lb., \$1.25.

BROAD LEAVED BATAVIAN.—Leaves large, broad, slightly curled; tie up for blanching. Crisp and tender. Unexcelled for salads. Pkt., 5c; oz., 10c; ¼ lb., 30c; lb., 90c, prepaid.



New York
Purple

Egg-
plant

The aromatic seeds are used in pickling, preserves, soups and sauces. Both the seed and herbage of Dill is used in large quantities in making dill pickles. Easily grown and readily marketable at good prices. Sow the seed early in spring, in rows 1½ to 2 feet apart, cover the seed lightly. A row of Dill should be in every large garden.

LONG ISLAND MAMMOTH.—The best variety and a heavy yielder. Pkt., 5c; oz., 10c; ¼ lb., 25c; lb., 75c, prepaid.

Eggplant

Sow the seed in hotbed, in March; transplant when 3 inches high. Set out in garden after danger of frost is past, in rows 3 feet apart and 2 feet apart in the row. The plants will produce an average of 5 to 8 fruits, on rich soil up to 10 fruits. They require rich soil. Dust plants with Slug Shot to keep off the bugs. One ounce of seed for 1000 plants, 5 ounces per acre.

NEW YORK IMPROVED LARGE PURPLE (Spineless). Standard sort both in the North and the South. The large size and fine quality of fruit and its extreme productiveness make it most profitable. Color, dark purple. Pkt., 10c; ½ oz., 25c; oz., 40c; ¼ lb., \$1.20; lb., \$4.25.

BLACK BEAUTY.—Best for the northern states. It is the earliest good market variety. Average weight 2 to 3 pounds. It is dwarf growing. Ready for table in 135 days. Pkt., 10c; ½ oz., 25c; oz., 40c; ¼ lb., \$1.30; lb., \$4.50.

Endive, Large
Green Curled



Fennel - Finocchio

In the last few years this Italian vegetable has become very popular, and has proven to be a profitable crop for market gardeners. This delicious vegetable tastes like celery, but is sweeter and more delicate in flavor. Sow the seed, for successive crops, from April until July, in rows 18 in. apart and thin the plants to 8 in. in the row. The plants are blanched like celery before they are used. 1 ounce of seed for 75 feet of row.

FLORENCE EARLY ROUND MAMMOTH.—Considered the best of the Florence type, with large round bulbs at the base of the stalk. The flavor is distinct, sweet and aromatic. Pkt., 10c; oz., 20c; ¼ lb., 60c; lb., \$2.00, prepaid.

Garden Huckleberry - Wonderberry

A wonderful, prolific plant needing same culture as Tomatoes. When ripe the berries are about ½ to ¾ inch in diameter, of shining black color. They make delicious pies, preserves and jam. Fruit is non-edible when not fully ripened. Grows readily from seed and succeeds well on poor soil. Pkt., 10c; ½ oz., 50c.

Ground Cherry

They grow well on almost any dry soil, are prolific bearers and Oh! what luscious fruit. For sauce or pies they are excellent. They make delicious preserves and when dried in sugar are used like raisins for cakes and puddings, and they will keep, in the shucks, quite a long time. Requires same culture as tomatoes. Pkt., 10c; ½ oz., 30c; oz., 50c; ¼ lb., \$1.50.

Useful Gourds

They are easily grown and the blooms of some are quite handsome. The large fruited sorts may be used as dippers, sugar troughs and bowls; also for bird's nests, etc. The small fancy gourds make excellent toys.

DISHCLOTH or LUFFA.—The fruits resemble a large flat sponge. Pkt., 10c; oz., 25c.

DIPPER.—Holds about a quart, has long handle. Pkt., 10c; oz., 25c.

NEST EGG.—Fruits look exactly like a hen's egg. Pkt., 10c; oz., 20c.

SUGAR TROUGH.—Grows large enough to hold 4 to 10 quarts each. Pkt., 10c; oz., 30c.

ORNAMENTAL GOURDS, MIXED.—Many varieties of odd shapes and brilliant colors. Pkt., 10c; oz., 25c.

Dill

The aromatic seeds are used in pickling, preserves, soups and sauces. Both the seed and herbage of Dill is used in large quantities in making dill pickles. Easily grown and readily marketable at good prices. Sow the seed early in spring, in rows 1½ to 2 feet apart, cover the seed lightly. A row of Dill should be in every large garden.

LONG ISLAND MAMMOTH.—The best variety and a heavy yielder. Pkt., 5c; oz., 10c; ¼ lb., 25c; lb., 75c, prepaid.



Isbell's
Prolific

Country Gentleman

(Shoe Peg)

The finest and sweetest of all main crop Sweet Corns for the table. It can be identified easily by the irregular arrangement of the kernels on the cob. The milky kernels are plump, pearly white and tender. Ears average 8 to 9 inches in length. Ready to use in 95 to 100 days. Large pkt., 10c; lb., 30c; 3 lbs., 80c, prepaid.—Not prepaid, 10 lbs., \$1.75; 25 lbs., \$3.75.

Mammoth Sugar

Excellent main crop variety with broad, very sweet and tender kernels. Ears are large, 14 to 18 rowed, well filled and heavy. Desirable late sort for home and market garden. Height 8 to 9 feet. Ready to use in 95 to 100 days. Large pkt., 5c; lb., 25c; 3 lbs., 75c, prepaid.—Not prepaid, 10 lbs., \$1.45; 25 lbs., \$2.75.

New White Wonder

A Money Maker for the Market Gardener

White Wonder will produce 4 to 6 ears to the stalk. The ears are large, with fine white kernels of great sweetness and good flavor. Give this Corn ample space, plenty of fertilizer and good cultivation and you will get highest yields and choice quality roasting ears. Ready for market in 85 to 90 days. Pkt., 10c; lb., 40c; 3 lbs., \$1.00, prepaid.—Not prepaid, 10 lbs., \$1.85.

Black Mexican

Sweetest of All—Second-Early

Everyone who has ever eaten this Corn remembers it and the delicious sweetness and fine grain qualities. 8- to 10-rowed; ears about 8 inches long. This Corn, when in condition for the table, cooks clear white, but the ripe grain is black or bluish black. For family use the most desirable second-early sort. Large pkt., 10c; lb., 30c; 3 lbs., 75c, prepaid.—Not prepaid, 10 lbs., \$1.75.

SWEET CORN White Sorts

CULTURE.—A rich, warm, alluvial soil is best, but excellent Sweet Corn can be raised on any good, ordinary soil if it is deeply and thoroughly worked before planting. Give it frequent and thorough but shallow cultivation until the tassels appear. One pound will plant 200 hills. Nine to ten pounds will plant an acre.

Isbell's Early Dawn

One of The Earliest

This fine Sweet Corn of our own introduction is a remarkably early variety. It is extremely hardy, withstanding cold, wet weather to a wonderful degree. The stalks grow about 4 to 4½ feet high and rarely produce less than two good ears, 10- to 12-rowed. The grain is white and very sweet. **Isbell's Early Dawn** is especially adapted for planting far North. A sure winner for the market gardener. Ready to use in 65 days. Large pkt., 10c; lb., 40c; 3 lbs., \$1.00, prepaid.—Not prepaid, 10 lbs., \$1.85; 25 lbs., \$4.25.

Isbell's Prolific

The Largest Eared Second-Early Sweet Corn

It is a very difficult matter to combine earliness and size with good flavor and sweetness in any one variety, but in this very valuable characteristic **Isbell's Prolific** has outclassed all Sweet Corn to date. It is a vigorous growing sort, with stalks about 5½ feet high. Ears are 9 inches long, well filled with large, deep grains as tender and sweet as Stowell's. Can be planted very early. Popular sort—for home and market gardeners. Large pkt., 10c; lb., 35c; 3 lbs., 90c, prepaid.—Not prepaid, 10 lbs., \$1.75; 25 lbs., \$4.00.

Early Evergreen

The ears grow 8 inches long, are 12- to 14-rowed and remain tender a remarkably long time. A productive variety of high quality. In northern localities this variety is a surer cropper than Stowell's Evergreen. Ready to use in 90 to 95 days. Large pkt., 5c; lb., 25c; 3 lbs., 75c, prepaid.—Not prepaid, 10 lbs., \$1.50; 25 lbs., \$3.00.

Stowell's Evergreen

The Standard Main Crop Variety

Northern grown, carefully selected. Stalks grow 6 to 7 ft. high, and produce ears 8 inches long, which have 16 or more rows of the finest sugary grains. The fine, rich flavor and sweetness of the deep-set, tender grains have made it a great and popular favorite. Ready to use in 95 to 100 days. Large pkt., 5c; lb., 25c; 3 lbs., 75c, prepaid.—Not prepaid, 10 lbs., \$1.50; 25 lbs., \$3.00.



Early Bantam Wonder Bantam Golden Giant Golden Evergreen
See Opposite Page for Description of these 4 Yellow Sorts

ISBELL'S "CONTINUITY" COLLECTION OF SWEET CORN

Buy this collection, at reduced prices, and have true Sweet Corn EVERY DAY until frost. The following varieties when planted at the same time, will produce a continuous supply of Sweet Corn of finest quality, from early summer until frost.

GOLDEN SUNSHINE—Extra early.

WHIPPLE'S EARLY YELLOW—Large early.

ISBELL'S PROLIFIC—Second early.

MAMMOTH SUGAR—Late.

The special prices we have placed on this collection has made it a popular seller:

1 large pkt., each of the four varieties 30c, prepaid.

1 lb., each (4 lbs.) \$1.00, prepaid.

3 lbs., each (12 lbs.) \$2.90, prepaid.

10 lbs., each (40 lbs.) \$5.90, NOT prepaid.

Isbell's Michigan Grown Sweet Corn

Yellow Sorts

Golden Country Gentleman (Golden Colonel)

An All-America Selection for 1936. Listed also on color page 3 of this catalog.

The merits of Golden Bantam and Country Gentleman are combined in this variety. Has ears and characteristics of Country Gentleman and carries the rich golden yellow and sweetness of Bantam. Is ready a few days earlier than Country Gentleman. We highly recommend it. Pkt., 10c; lb., 40c; 3 lbs., \$1.00, prepaid.—Not prepaid, 10 lbs., \$2.00.

Golden Cross Bantam

Probably the Heaviest Yielding of this Type.

This is one of the first hybrid strains to be offered, and has proven so successful that hybrid types of several other varieties are now being produced. Compared with Golden Bantam, the stalks are taller and more vigorous and the ears are considerably longer. It is a medium early type maturing about a week later with the same deep golden kernels and unsurpassed flavor. Golden Cross Bantam is the heaviest yielding strain of this famous variety. Pkt., 10c; lb., 50c; 3 lbs., \$1.20, prepaid. Not prepaid, 10 lbs., \$3.00; 25 lbs., \$6.25.

Top Cross Whipple's Yellow

Here is a hybrid wilt-resistant type of another favorite yellow variety. Matures a week later

than Golden Cross Bantam but produces ears considerably larger and of the same high quality. Pkt., 10c; lb., 45c; 3 lbs., \$1.20, prepaid.—Not prepaid, 10 lbs., \$3.00; 25 lbs., \$6.25.

Isbell's 1937 Best Early

Largest Eared Extra Early Yellow

After many years of selection to combine size with earliness without sacrificing quality, we are able to offer this variety as the best early yellow sweet corn to date. It is more than a week earlier than Golden Bantam, has the same luscious flavor but the ears are much larger. The average length of the ears is 7 to 8 inches with 12 rows of deep golden kernels. Here is a real money-maker for the market grower. Large pkt., 10c; lb., 40c; 3 lbs., \$1.00, prepaid.—Not prepaid, 10 lbs., \$1.85; 25 lbs., \$4.25.

Isbell's
Best
Early



Golden Sunshine

This was developed by Prof. Yeager of the North Dakota Experiment Station. The ears are larger than the Golden Bantam and it matures earlier. The quality is excellent, sugary and tender. Golden Sunshine produces ears 6 to 8 inches in length, yellow in color, with 12 rows of kernels. Pkt., 10c; lb., 30c; 3 lbs., 80c, prepaid.—Not prepaid, 10 lbs., \$1.65; 25 lbs., \$3.75.

Whipple's Early Yellow

More resistant to wilt than other sorts, healthy, robust, and productive. A favorite in the eastern states. Medium early, large ears and a good yielder. The ears are 8 to 10 inches long and have 14 to 16 rows of deep yellow kernels of extra fine quality. It is one of the most profitable varieties to grow for market. Ready to use in 80 days. Pkt., 10c; lb., 30c; 3 lbs., 75c, prepaid.—Not prepaid, 10 lbs., \$1.50; 25 lbs., \$3.00.

New Hybrid SPANCROSS

In our trial grounds this was the earliest hybrid we had. It fills the demand for an earlier hybrid than we have had. 72 days was the average time to maturity. Ears about 7 inches long with 8 to 14 rows. Claimed to produce about thirteen thousand ears to the acre. Bound to become a good market sort. Pkt., 10c; lb., 45c; 3 lbs., \$1.20, prepaid.—Not prepaid, 10 lbs., \$3.00; 25 lbs., \$6.25.



Whipple's
Early Yellow

Golden Gem—Extra Early

The Earliest Yellow Sort

Another introduction by Prof. Yeager. The originator says that Golden Gem is absolutely the earliest yellow Sweet Corn, being about two weeks earlier than Bantam. While it has shorter stalks than Bantam, the ears are nearly as large and the quality fully up to Bantam. Pkt., 10c; lb., 35c; 3 lbs., for 90c, prepaid.—Not prepaid, 10 lbs. for \$1.75; 25 lbs. for \$4.00.

Golden Early Market

Fine Large Early Market Sort.

An extra early yellow corn with large ears. Earlier than Golden Bantam. Excellent market sort; ears 7-8 in. long, 12-rowed, well filled with broad golden yellow kernels of fine quality and high sugar content. Fine for market and home garden. Pkt., 10c; lb., 30c; 3 lbs., 80c, prepaid.—Not prepaid, 10 lbs. for \$1.65; 25 lbs. for \$3.75.

Early Golden Bantam

The Favorite for the Home Garden

THE QUALITY SWEET CORN.—This well known Corn is the leading early market sort where yellow Sweet Corn is in demand. When ready for the table the kernels are a cream-yellow, deliciously sweet, tender and milky. Suited for extra early and later planting up to July 15th. Ready to use in 70 days. Large pkt., 10c; lb., 30c; 3 lbs., 80c, prepaid.—Not prepaid, 10 lbs., \$1.75; 25 lbs., \$3.75.

New Wonder Bantam

An Early Large-Eared Bantam Corn. The stalks grow from 5 to 6 feet high and have ears 8 to 10 inches long, filled with eight rows of broad, rich, golden yellow kernels. Ready to use in 75 days. Pkt., 10c; lb., 30c; 3 lbs., 80c, prepaid.—Not prepaid, 10 lbs., \$1.75; 25 lbs., \$3.75.

Golden Giant

A still larger type of yellow Sweet Corn. Golden Giant closely follows the two preceding sorts. The stalks grow taller and the ears are 8 inches long, with 16 to 18 rows of kernels. Ready to use in 80 days. Pkt., 10c; lb., 30c; 3 lbs., 80c, prepaid.—Not prepaid, 10 lbs., \$1.75; 25 lbs., \$3.75.

Golden Evergreen

Also called Bantam Evergreen. This variety combines the size of ear of the Evergreen type with the color and delicious quality of the Golden Bantam and is the largest of the Bantam type. The ears are 6 to 8 inches long, well filled with deep kernels of rich yellow color. Ready to use in 85 days. Pkt., 10c; lb., 30c; 3 lbs., 80c, prepaid.—Not prepaid, 10 lbs., \$1.60; 25 lbs., \$3.00.

A Basket
of Isbell's
Perfect
Davis
Perfect.

Cool, Crisp Cucumbers

FROM ISBELL'S MICHIGAN GROWN SEED

We are favorably known from coast to coast for the top quality cucumber seed we raise. Over one thousand acres devoted to this one seed crop alone.

Market
Gardeners
should make
themselves
known to us.
They are
entitled to
our special
"Market
Gardeners
Price List."



Isbell's Perfected Davis Perfect

Its Beautiful Color and Quality Attract the Buyers. Unequaled for Market Garden and Greenhouse. Gardeners will be pleased to find that our Perfected Davis Perfect has entirely overcome any fault the original strain of Davis Perfect had in being too necky. Every fruit is shapely and holds its fine cylindrical shape clear to the stem end. By using our Perfected strain a crop can be produced outdoors which cannot be distinguished from green house stock. Pkt., 10c; oz., 20c; 1/4 lb., 45c; lb., \$1.35, prepaid.—Not prepaid, 5 lbs., \$6.00.

Isbell's White Wonder

White Wonder is a beautiful pure white, not even changing color when fruits are matured. It grows to good size, usually 8 to 10 inches long, and is very uniform. Flavor is pleasing, and flesh firm and crisp. Its smooth, clear surface makes it an ideal pickle. Aside from excellent quality of fruit, it bears a great quantity. Pkt., 10c; oz., 20c; 1/4 lb., 50c; lb., \$1.50, prepaid.

Isbell's Everbearing

Our Everbearing Cucumber is not only extremely prolific, but will continue in bearing a long time. The fruits are of medium size and quite plump; of rich, dark green color. Owing to its great productiveness it is an excellent variety to plant for producing small pickles. Ready to use in 62 to 65 days. Pkt., 10c; oz., 15c; 1/4 lb., 40c; lb., \$1.20, prepaid.

Improved White Spine

This is a standard variety, largely planted everywhere. A uniform and shapely variety, not only for first early, but general crop. Vigorous grower and a great bearer. Fruits 7 inches long, light green. Ready for market in 62 days. Pkt., 5c; oz., 10c; 1/4 lb., 30c; lb., 90c, prepaid.—Not prepaid, 5 lbs., \$4.00.

Isbell's Improved Long Green

This fine Cucumber grows from 12 to 16 inches in length and is of superior quality. Of fine dark green color, slender, tapering toward the stem end. Flesh very firm and crisp. The young fruit is used very largely for pickling and full sized Cucumbers are in high favor for slicing and for making the so-called sweet pickles when the fruits are ripe and yellow. Ready for market in 70 days. Pkt., 10c; oz., 15c; 1/4 lb., 45c; lb., \$1.35, prepaid.—Not prepaid, 5 lbs., \$6.00.

Isbell's New 1937 Superior Slicer

Truly Superior in Size, Shape and Color

This handsome slicing Cucumber is our latest and best of this class. In size, color, productiveness and quality it stands supreme. The beautiful deep green fruits are 8 to 10 inches long, and rather slender. They have a small seed cavity and very thick, crisp, snow-white flesh of finest flavor, without a trace of bitterness. Matures early and continues in bearing over a long period, making it an extremely heavy cropper. As it is such a reliable yielder and the quality is so dependable we recommend our Superior Slicer both for home and market gardeners. Here is also a real moneymaker for large shippers. Pkt., 10c; oz., 20c; 1/4 lb., 50c; lb., \$1.50, prepaid.—Not prepaid, 5 lbs., \$6.75.

Isbell's Special

Also Known As Longfellow and Windermoor Wonder

See illustration on other pages. We consider this to be the ideal cuke where an extra long slicing sort is desired, either for greenhouse or field culture. 12 to 16 inches long, very uniform in shape and size, with decidedly few seeds. "Special" is real dark green, and will hold this color until ripe. All growers that cater to a fancy trade want this variety, as it is a money maker, not only in the greenhouse, but also in the field. Pkt., 10c; oz., 20c; 1/4 lb., 55c; lb., \$1.75, prepaid.

Extra Long or Evergreen White Spine

Unexcelled in table quality. Flavor is unsurpassed and meat is white, firm and crisp. Vines are of vigorous growth with large, heavy foliage. The color is a rich, dark green, size 10 to 12 inches in length. Ready for market in 70 days. Pkt., 5c; oz., 15c; 1/4 lb., 40c; lb., \$1.25, prepaid.—Not prepaid, 5 lbs., \$5.00.

Cucumber—Straight Eight

An All-America Selection—1936 Gold Medal Award

Here is the latest development in a slicing Cucumber of medium length. The shape is very symmetrical, almost cylindrical, perfectly straight and averaging 8 inches long by 2 inches in diameter. Color is a beautiful deep green with practically no light stripes. The flesh is firm and crisp making it an ideal slicing cucumber both for the home garden and as a market and shipping sort. The vines are of strong growth, resistant to disease and will yield an astonishingly large crop. Pkt., 10c; oz., 20c; 1/4 lb., 60c; lb., \$2.00, prepaid.

Isbell's Hybrid White Spine Cucumber

A Money Maker For the Market Grower

This is a hybrid of the well known Evergreen White Spine, and is a distinct improvement over that popular sort. The vines are vigorous and healthy and bear over a long period. The Cucumbers average about 9 inches long and are of a slender, symmetrical shape. The handsome dark green color does not fade until the fruits are past edible condition. Hybrid White Spine is immensely popular with larger growers and shippers on account of the splendid size, shape and color. Pkt., 10c; oz., 20c; 1/4 lb., 50c; lb., \$1.50, prepaid.

Dill Pickles

Dill is easily grown and there always is a big demand for it; you will find this seed listed on page 21.

Isbell's Hybrid
White Spine



FOR SLICING **MORE CUCUMBERS** FOR PICKLING

CULTURE.—The plants are tender and planting should be delayed until warm weather. Form low, flat hills 6 feet apart each way, of rich soil, stirring the soil to a depth of six inches or more. Scatter on each hill 6 to 10 seeds, and cover one inch deep, pressing soil firmly; thin out to 2 or 3 plants to each hill.

For pickles, plant from June until middle of July, in rows 4 to 6 feet apart and thin out plants to 10 or 12 inches apart. Dust with "Slug Shot" or Stop-Vermin to kill Cucumber bugs and worms. Spray with "Ever Green" to kill plant lice and cut worms. To prevent blight, spray with "Pestroy." Two ounces of seed for 100 hills; 2 lbs. for an acre.

Early Fortune

Very productive, early and disease resistant; fruits 8 inches long, flesh white, very firm and crisp, with few seeds. Rich dark green color; ships well. Planted extensively in the South for shipping North. Fine for the home garden. Ready for use in 60 days. Pkt., 5c; oz., 15c; ¼ lb., 40c; lb., \$1.20, prepaid.

Isbell's Earliest of All

Earliest, Smoothest and Greatest Yields

As an extra early Cucumber there is no strain to equal this. Of handsome shape and holds its deep green color better than other White Spine sorts. Grows very even in size and form. Color dark olive green. It is smooth, tender and crisp. Profitable market sort. Ready for market in 50 days. Pkt., 10c; oz., 20c; ¼ lb., 50c; lb., \$1.75, prepaid.

Serpent or Snake

This sort is grown mostly as a curiosity, and it has some food value. The fruits are green, averaging two feet in length and grow in a variety of interesting shapes. Grow some for your Fair exhibit. Pkt., 10c; oz., 25c.

Mixed Cucumber Seed

We have inquiries for Mixed Cucumber Seed from those who wish to use the crop themselves, either for pickling or slicing. This mixture is made up of first class varieties. Pkt., 5c; oz., 10c; ¼ lb., 30c; lb., \$1.00, prepaid.

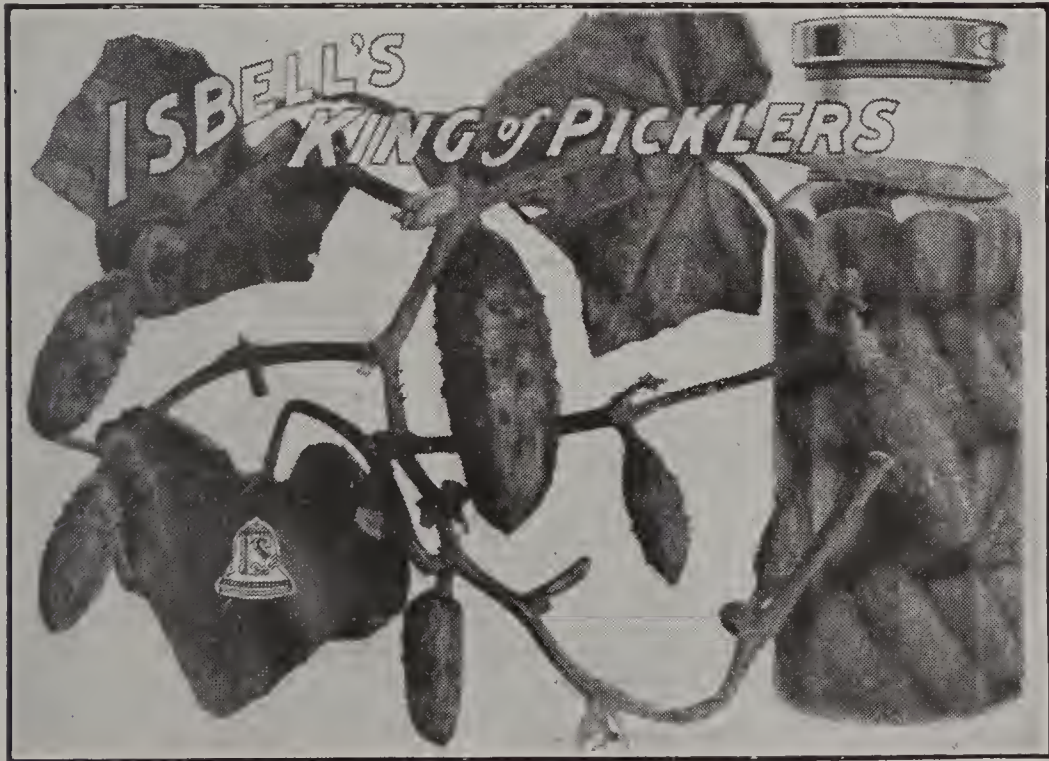
Dill Pickles

Dill is easily grown and there always is a big demand for it; you will find this seed listed on page 21.

Isbell's King of Picklers

The Last Word in Cukes for Pickling.

This is one of the grandest of all pickling Cucumbers. It is solid and thick in texture, excellent in flavor and combines all the qualities necessary to make a good pickle. It is very productive and it is also adapted for slicing, as it grows from 7 to 8 inches long, retaining its rich, green color throughout the entire length, which is straight, smooth and symmetrical. Pkt., 10c; oz., 20c; ¼ lb., 65c; lb., \$2.25, prepaid.



Early Fortune

Pickling Cucumbers National Pickling

See also description on our color pages.

Due to its remarkable solidity and heavy yields this is today taking the lead over other pickling sorts.

It is just as firm after pickling as before. Is early, dark rich green color, straight and symmetrical and can be used when very small. Pkt., 10c; oz., 20c; ¼ lb., 50c; lb., \$1.50, prepaid.

Chicago Pickling

Early — Heavy Yields
"Westerfield." A very prolific variety, combining all the qualities desired by those who raise Cucumbers for commercial pickles.

Fruits are of uniform size and good color. Used almost exclusively by all the large pickling houses. Ready for market in 53 days. Pkt., 5c; oz., 15c; ¼ lb., 40c; lb., \$1.10, prepaid.—Not prepaid, 5 lbs., \$4.75.

Boston Pickling

Distinct, very prolific and exceedingly popular variety, largely planted for pickles. The fruits are short, smooth, bright green and of excellent quality; for producing medium sized pickles this variety is highly esteemed. Ready in 50 days. Pkt., 5c; oz., 10c; ¼ lb., 30c; lb., \$1.00, prepaid.

Early Green Cluster

Fruit of short, chunky form, light green color; desirable for pickling. Extra prolific, frequently setting in clusters of 2 and 3. Ready for use in about 50 days. Pkt., 5c; oz., 10c; ¼ lb., 30c; lb., 90c, prepaid.

West India Gherkin

A very small oval prickly sort, distinct from all others. It is grown for pickles only and must be used when young. Most prolific of all. Pkt., 10c; oz., 20c; ¼ lb., 60c; lb., \$2.00, prepaid.

Lemon Cucumber

This fine Cucumber grows about the size and color of a lemon. The flesh is white and has a peculiar sweet flavor, quite different from other Cucumbers. They are highly esteemed both for table use and pickling. May be pickled while green or ripe, as preferred. Pkt., 10c; oz., 20c; ¼ lb., 60c, prepaid.

"I have used your seeds for many years, and always have good results. My mother used them before me. I have induced my daughter to do so, too."—MRS. GUY MUNDY, Marion, Iowa.

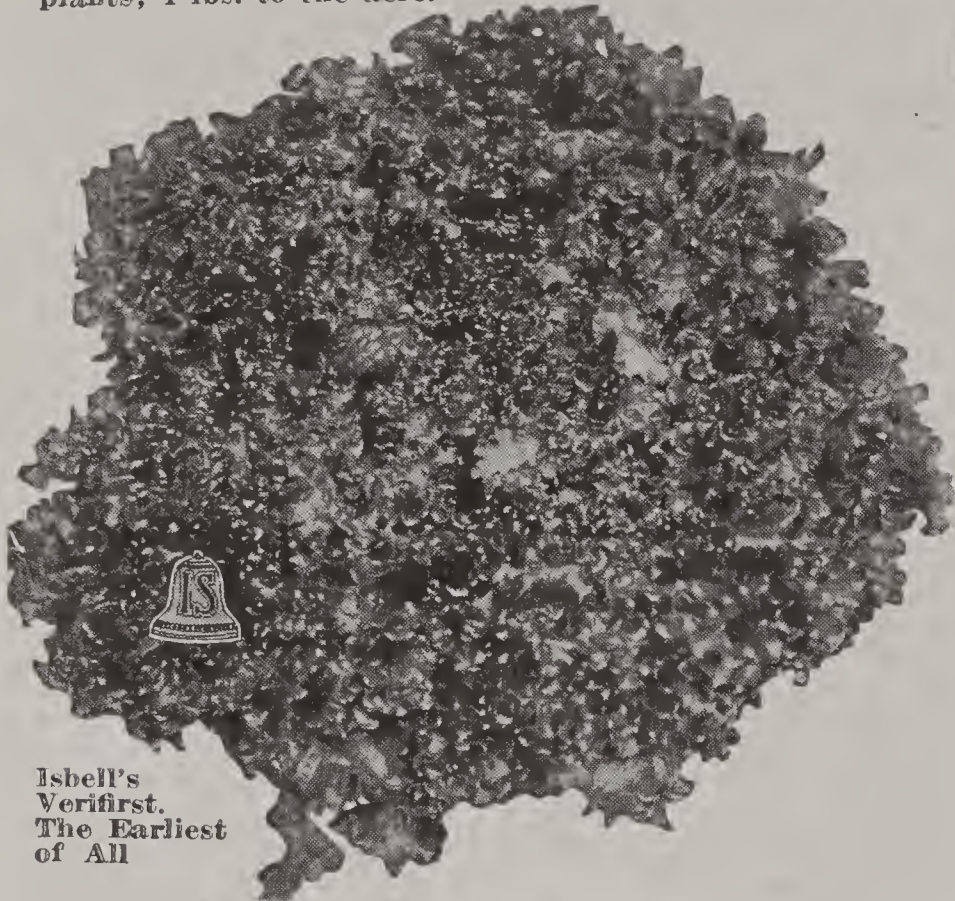
LETTUCE—EARLY CURLED SORTS

The "loose leaf" varieties are easiest to grow. It is said they contain much more Vitamin C than the blanched leaved or heading varieties. Be that as it may, many of us prefer the cool, crisp, hard heads and the amateur gardener can raise them easily if he conforms with the simple rules for growing them.

CULTURE.—To have the best Lettuce, it should be kept growing rapidly. A light rich soil will do this, with plenty of sunlight and moisture and hoe all around them frequently. For the earliest, start seed in cold-frame in fall and protect through the winter, or start in hotbed in February or March. Transplant to open as soon as ground can be worked. For later use sow seed in open ground when season will permit in rows a foot apart.

Lettuce will produce good firm heads only when the weather is cool and moist. Plant head lettuce early in the spring and again early in August, to head during the cool weather of September or October.

One ounce will sow 125 feet of drill and produce 3000 plants; 4 lbs. to the acre.



Isbell's
Verifirst.
The Earliest
of All

LOOSE LEAF LETTUCE

They do not produce heads but form a thick mass of tender loose leaves which are brittle and very tasty.

Ready early in the season before the heading sorts are fit to pull. The young plants can be eaten at any stage of growth and thinned out as they get larger until they stand about 4 to 6 inches apart in the row.

Isbell's Verifirst

THE EARLIEST AND BEST LEAF LETTUCE

A curled leaf variety suitable for forcing and outdoor culture, very early, withstanding frost to a remarkable degree.

This new Lettuce is so good that we have so far been unable to find any other Lettuce that can in any way approach it. It is also more tender and sweeter and has a more delicious, nutty, creamy flavor. The leaves are heavily fringed, much crumpled and blistered, of light green color. We recommend it for home garden and to all growers who cater to a "fancy trade." Ready for market in 38 days. Pkt., 10c; oz., 20c; ¼ lb., 60c; lb., \$1.80.

Isbell's Select Grand Rapids

This variety of curled or loose leaf Lettuce is especially adapted to greenhouse culture in winter. In the great Lettuce growing centers this forcing sort is largely used, and the product is sold in such large quantities that prices are quoted by the ton. This superior Lettuce is of rapid, upright growth; retains its freshness a long time after being cut. Its quality is very desirable. The Isbell's Strain is especially selected for purity and is the best to be found. Ready for market in 42 days. Pkt., 5c; oz., 15c; ¼ lb., 40c; lb., \$1.15, prepaid.

Simpson's Early Curled

Seed white. Early, erect growing, but somewhat smaller than the Black Seeded Simpson. Leaves broad, very much curled, often frilled, forming a large, loose head, light green in color; sweet, tender and well-flavored. Largely planted for early outdoor crop. Ready for market in 45 days. Pkt., 5c; oz., 10c; ¼ lb., 30c; lb., 95c, prepaid.

Early Prizehead

Very Popular for the Home Garden

This old standard variety is still the best of the large, thin-leaved sorts for the home garden. The leaves are very large, crimped, bright green tinged with brownish red at the edges and are exceedingly tender, crisp and sweet, forming a large loose head. Stands a long time without going to seed. Is known throughout this country and highly prized by every planter. Ready for table use in 45 days. Pkt., 5c; oz., 15c; ¼ lb., 35c; lb., \$1.10, prepaid.

Black-Seeded Simpson

Splendid loose leaf or curled leaf Lettuce of great popularity with market and home gardeners. Grows large leaves, the inner ones forming a semi-compact head, very tender, crisp, fine quality and sweet flavor. Always reliable and easily grown. Ready for the market in 45 days. Pkt., 5c; oz., 10c; ¼ lb., 30c; lb., 95c, prepaid.

Chicken Lettuce

Great for Poultry, Rabbits, etc.

Your poultry needs "green" food and this variety of Lettuce is just the thing you will want to grow for this purpose. It is a genuine Lettuce which will yield as much or more chicken or rabbit feed than any plant you may have used for "greens." When once cut it starts to grow again and makes a succession crop. Pkt., 5c; oz., 10c; ¼ lb., 30c; lb., 90c, prepaid.

Mixed Lettuce

MIXED LETTUCE SEED.—All kinds mixed. If not sown too thickly, will make a continuous crop. The best early and late varieties of curly leaf as well as head Lettuce. Pkt., 5c; oz., 10c; ¼ lb., 30c; lb., \$1.00, prepaid.

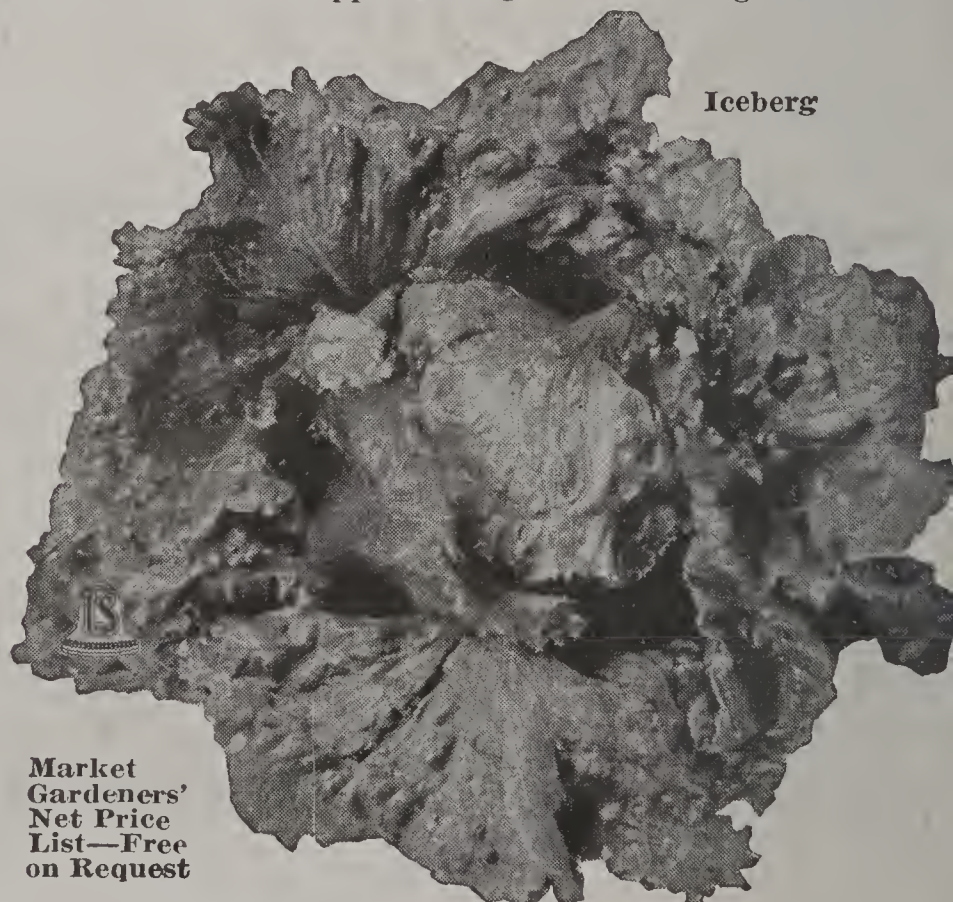
COS LETTUCE or Romaine

Succeeds even during real hot weather when other lettuces "shoot" seed stalks. Has a very fine flavor and should be grown more extensively.

Early White Self-Folding Cos

Cos Lettuce is distinguished by long narrow oval leaves which grow upright and fold into loose heads. The mid-ribs are white and prominent. The inner leaves are light green, nearly white and are very crisp and tender. The heads will blanch better if tied loosely near the tops with soft twine. Makes a delicious Romaine Salad. Pkt., 5c; oz., 15c; ¼ lb., 40c; lb., \$1.20, prepaid.

Please Look at Opposite Page for Heading Lettuce



Iceberg

Market
Gardeners'
Net Price
List—Free
on Request

HEAD LETTUCE

These should be "thinned" out to stand from 6 to 10 inches in the rows to give them plenty of room to form large, hard heads.

Iceberg

A Winner for the Home Garden

A beautiful and easily grown Lettuce of the crisp-head type. One of the very best summer-growing varieties. The leaves are wavy with fringed edges, tinged at margins with brown. Makes a firm, hard head, blanching the heart leaves to a creamy whiteness. The quality is very good, sweet, and exceedingly crisp. It is ready for the table in 55 to 60 days, and is one of the best varieties for market and the home garden. Pkt., 10c; oz., 15c; ¼ lb., 40c; lb., \$1.20, prepaid.

Crisp-as-Ice

Decidedly solid heading and slow to shoot to seed. The plants are very compact and can be set close together. Interior of heads is remarkably well blanched and the quality is exceedingly buttery, tender and sweet. The leaves are so brittle as to suggest the name "Crisp-as-Ice." The outer leaves are variegated brown and green. They are very broad and thick, somewhat crumpled and blistered. Desirable for home garden. Ready for use in 55 to 60 days. Pkt., 10c; oz., 20c; ¼ lb., 50c; lb., \$1.50, prepaid.

Isbell's 1937 Best Head

Earliest, Surest Heading, Finest Flavor

Many people who have been unable to grow head Lettuce, will find here a sort which they can grow without difficulty. When planted early in the spring it quickly produces compact, solid heads, with outer leaves of bright green, while the inner leaves blanch to a rich, creamy yellow. The crispness, tenderness, and nutty flavor makes it a general favorite for home use while its hardiness and resistance to unfavorable weather commend it for market. Pkt., 10c; oz., 20c; ¼ lb., 60c; lb., \$1.95, prepaid.

Crisp-
As-Ice



New Wonderful or New York

Also called "Los Angeles."—The Largest Heading Lettuce of All. This is the so-called "Dark Iceberg" of commerce, but not the true Iceberg. It frequently weighs 2 or 3 pounds. The heart is very solid, of pleasing light green color. The leaves are large and crumpled. It is pronounced the finest lettuce in cultivation for exhibition purposes, and for an all-season variety it stands unrivaled. Ready for market in 60 to 65 days. Pkt., 10c; oz., 15c; ¼ lb., 50c; lb., \$1.65, prepaid.

Selected Big Boston

ONE OF THE GREATEST FAVORITES

A large cabbage variety, forming big, yet compact, tender and crisp heads, of rich yellow color inside and good quality when well grown. It is adapted to open ground for summer and fall use, or to growing in frames or to force in cool greenhouses. Withstands adverse weather conditions. Ready for market in 55 days. Pkt., 5c; oz., 15c; ¼ lb., 40c; lb., \$1.20, prepaid.

New Creamy Heart

New and very desirable sort for early planting, where a butterhead variety is wanted for market and home garden. Produces large, solid heads that are crisp and of rich buttery flavor. The leaves are thick, crumpled, green color without brown spots or brown edge. Pkt., 10c; oz., 20c; ¼ lb., 50c; lb., \$1.75, prepaid.



Isbell's
1937 Best
Head Lettuce

Improved Hanson

Recommended for Market and Home Garden

Its table quality is perfection itself, having a sweet, rich flavor, and its ability to remain a long time in edible condition is one of its leading characteristics. It forms large heads, as an outdoor Lettuce ONLY, and may be planted from earliest spring to late in the fall. The outer leaves are large and broad, somewhat blistered and crumpled, with frilled edges, color clear light green. A sure heading sort standing the heat well. Ready for the market in 55 days. Pkt., 5c; oz., 15c; ¼ lb., 40c; lb., \$1.20, prepaid.

California Cream Butter

A Superior Summer Lettuce

One of the best Summer varieties of head Lettuce, producing large, solid heads of globular form, which are compact, firm, and well blanched, of beautiful appearance; crisp, rich, decidedly buttery flavor. The leaves are broad, very thick, blistered and crumpled. Ready for market in 55 days. Pkt., 5c; oz., 10c; ¼ lb., 30c; lb., 95c.

Isbell's May King

Excellent Early Head Lettuce

It is astonishing how quickly this Lettuce has made its way into popular favor. It grows very rapidly. The habit of growth is very compact; in fact, the plant is about all head. Outer leaves light green, showing a tinge of reddish brown, inner leaves bright yellow and of fine, rich, buttery flavor. Heads weigh from 12 to 16 ounces, and are so solid that they carry to market in perfect condition. Ready for market in 50 to 55 days. Pkt., 5c; oz., 15c; ¼ lb., 40c; lb., \$1.20, prepaid.



May King
An Ideal
Home Garden
Lettuce

Isbell's Pedigreed MUSKMELONS

NO BETTER SEED IN THE LAND THAN OURS. MICHIGAN GROWN MUSKMELONS ARE KNOWN FOR SUPERIOR QUALITY

CULTURE.—Muskmelons or Cantaloupes like a warm rich soil, quite sandy. Do not plant until the ground is thoroughly warm, latter part of May or first of June. Plant seed in hills 4 to 6 feet apart each way, 8 or 10 seeds in a hill, and when danger of insects is past, thin to 3 or 4 plants. Give shallow cultivation until vines cover the ground.

For melon beetles and melon lice, use "Ever Green." To kill bugs, dust with "Slug Shot." See page 86.

ONE OUNCE OF SEED FOR 60 HILLS; 2 POUNDS TO 3 POUNDS PER ACRE.

Isbell's New 1937 Large Early

Earliest and Sweetest Big Melon

In this big handsome honey-flavored Muskmelon, we have an ideal sort for the early market and home garden. Here is an early sort which grows big, is one of the earliest to ripen and has the sweetest flavor imaginable in a melon. Ripens only a few days later than our famous Lake Champlain, but the size is nearly that of Bender's Surprise, averaging 5 to 6 lbs. each. Oval in shape and the outside color is light green overlaid with silvery netting. The seed cavity is very small and the flesh is very thick, juicy, of a deep orange color and is surprisingly sweet and aromatic. For years we have carefully selected our stock for earliness, size, and flavor so that we can highly recommend this melon for home use and local markets. Pkt., 10c; oz., 20c; ¼ lb., 50c; lb., \$1.75, prepaid.

Honey Rock

Also Called Sugar Rock

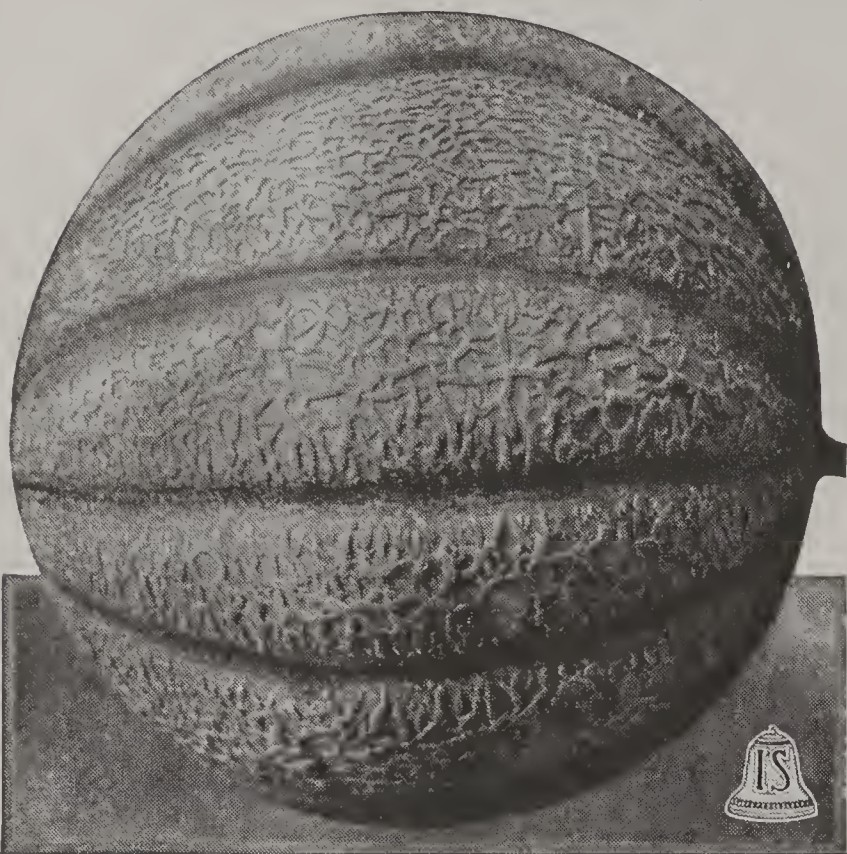
See color illustration on inside front cover. **Honey Rock** has four characteristics which are outstanding. First, quality—second, productiveness—third, ability to stand shipping and handling—fourth, striking appearance. This Melon has deep orange flesh with a flavor different from other sorts, which can only be appreciated by tasting. It has won its way so far, mostly on account of its wonderful sweetness. Pkt., 10c; oz., 20c; ¼ lb., 50c; lb. \$1.50; 5 lbs., \$6.75, prepaid.

Delicious

Profitable Early Market Sort

A large melon of extra fine quality which ripens early. In size and appearance it resembles Bender's Surprise but is all of two weeks earlier. The firm, tender flesh of deep orange color is surprisingly sweet and truly delicious. The outside color is creamy yellow and the melons are entirely covered with fine netting. Its earliness, size and splendid quality recommend it for the home garden and early market. Pkt., 10c; oz., 15c; ¼ lb., 45c; lb., \$1.60, prepaid.

Muskmelon
Delicious



Isbell's New 1937 Large Early

Ohio Sugar

The Sweetest Green-Fleshed Melon

A Green Fleshed Tip Top.—This is an absolutely distinct and very superior Melon. It is the sweetest and most luscious green fleshed cantaloupe on the market, of exquisite texture, sugary, juicy and tender. Of desirable size, round, inclined to oval in shape, distinctly ribbed and thickly netted—color of skin gray-green. Grow Ohio Sugar for your table and for the fancy market trade. Pkt., 5c; oz., 15c; ¼ lb., 40c; lb., \$1.25, prepaid.

Selected Osage

MICHIGAN IS THE HOME OF THE OSAGE MELON

We give particular attention to our strain of Osage Melon, each year carefully selecting our stock seed, so that today our seed is truly a **pedigreed strain**. Special care has been exercised to increase thickness of the flesh, and to develop the rich, deep salmon color and fine flavor. The fruit is medium in size, oval in shape, slightly ribbed, dark green in color, and just nicely netted. The Osage is a favorite Muskmelon on the Jackson market on account of its rich, delicious flavor and superior quality. It is considered one of the best general purpose Melons in cultivation. Ripe fruits in 75 days. Large Pkt., 10c; oz., 20c; ¼ lb., 50c; lb., \$1.50, prepaid.

Osage—Regular Stock

This is field-run seed grown from selected stock and is equal to the general quality of seed offered, and much superior to the ordinary stock. The Osage Melon is a great favorite in Michigan. Pkt., 5c; oz., 10c; ¼ lb., 30c; lb., 90c, prepaid.—Not prepaid, 5 lbs., \$4.00.

Extra Early Osage

WHITE SEEDED.—An extra early strain of Osage for market gardeners who depend on early maturity of Melons for top prices. A trifle smaller in size than above strain, well netted, of superior flavor, and a little earlier. As a long distance shipping Melon it cannot be excelled. One prominent Melon grower near Jackson has shipped them to nearly every state in the Union, guaranteeing arrival in good condition. Pkt., 10c; oz., 20c; ¼ lb., 50c; lb., \$1.50.

"HOTKAPS" for the home garden, insures good germination of seed, earlier and better results. See page 84.



Ohio Sugar.



MUSKMELONS

Hale's Best

A SUPERIOR SHIPPER

See color page. The earliest of the Rocky Ford type. A splendid shipping Melon with salmon flesh of excellent quality. Medium early, of good size and a good yielder. The flesh is of a salmon-pink clear to the rind, which is well ribbed and netted. The quality is uniformly good; in flavor it is excellent, being sweet and aromatic. Pkt., 10c; oz., 15c; ¼ lb., 40c; lb., \$1.20, prepaid.

Isbell's Lake Champlain

Famous for Earliness

This is the earliest Muskmelon of good quality and it is still unbeatable as a first early sort either for home or market. The vines are hardy, vigorous and productive. The melons are nearly round, medium in size and well netted. The flesh is thick, fine grained and very sweet, of a rich deep golden yellow color. No matter what other sorts you grow, you should have some Lake Champlain as they will ripen at least a week before any other sort. Pkt., 10c; oz., 15c; ¼ lb., 40c; lb., \$1.25, prepaid.



Isbell's Lake Champlain

Bender's Surprise

The Popular Market Melon

Exquisitely fine flavor, large size and earliness combine to make this Melon a great favorite. The Melons are of oval shape; flesh deep orange, very thick, deliciously sweet and of high flavor. Grows fairly large, weighing up to 10 lbs. each. The Melons are very firm, keep for a week after being picked. Selected seed grown in Michigan. Pkt., 5c; oz., 10c; ¼ lb., 30c; lb., \$1.00.

Famous Melon "Honey Dew"

The Melon is nearly white, turning to a lemon-yellow when ripening. Surface is absolutely smooth. When cut open revealing the crisp, green flesh, the contrast of colors is beautiful. Indescribably sweet, with a distinctive, delightful aromatic flavor. Fruits are a nice size, weighing 8 to 10 pounds; flesh is very thick. The name Honey Dew well describes it. Ripens rather late. Pkt., 10c; oz., 15c; ¼ lb., 45c; lb., \$1.35.

Banana

This Melon surpasses all others in its delicious fragrance. The flesh (the Melon being nearly solid) is of a rich salmon. The quality is first-rate when the Melon is thoroughly ripe. It grows from 20 to 28 inches in length and is very prolific. It is essentially a home garden variety. Pkt., 5c; oz., 15c; ¼ lb., 45c; lb., \$1.35, prepaid.

Mango Melon

Also called Vine Peach or Vegetable Orange. Fruit is size and color of a medium orange—used for pickles, pies and preserving. Easily grown and wonderfully prolific. Directions for preserving, etc., on every packet. Pkt., 10c; oz., 25c; ¼ lb., 75c.

Isbell's
Golden
Hearts



Isbell's Golden Hearts

Extra Fine Quality

A main crop basket melon of the finest quality. The flesh is thick, very tender, and of a beautiful golden salmon color. It is of excellent flavor, being very sweet and delicious. It ripens clear to the skin. The Melons are well ribbed and are covered with a dense netting of grayish color.

Isbell's Golden Hearts are nearly round, averaging five inches in diameter, and weigh about one and three-quarter pounds apiece. It is a splendid market and shipping Melon. Ripe fruits in 90 days. Pkt., 5c; oz., 15c; ¼ lb., 40c; lb., \$1.20, prepaid.

Tip Top

The Largest Main Crop Melon

The testimony of all who use Tip Top is that every Melon produced, whether big or little, early or late, is a good one; sweet, juicy, fine flavor, firm fleshed and eatable to the outside coating. Its appearance on the market is very attractive—sells on sight. The fruits are of large size, nearly round. Flesh rich, deep salmon, sweet and spicy. Ripe fruits in 90 days. Pkt., 5c; oz., 15c; ¼ lb., 35c; lb., \$1.00, prepaid.

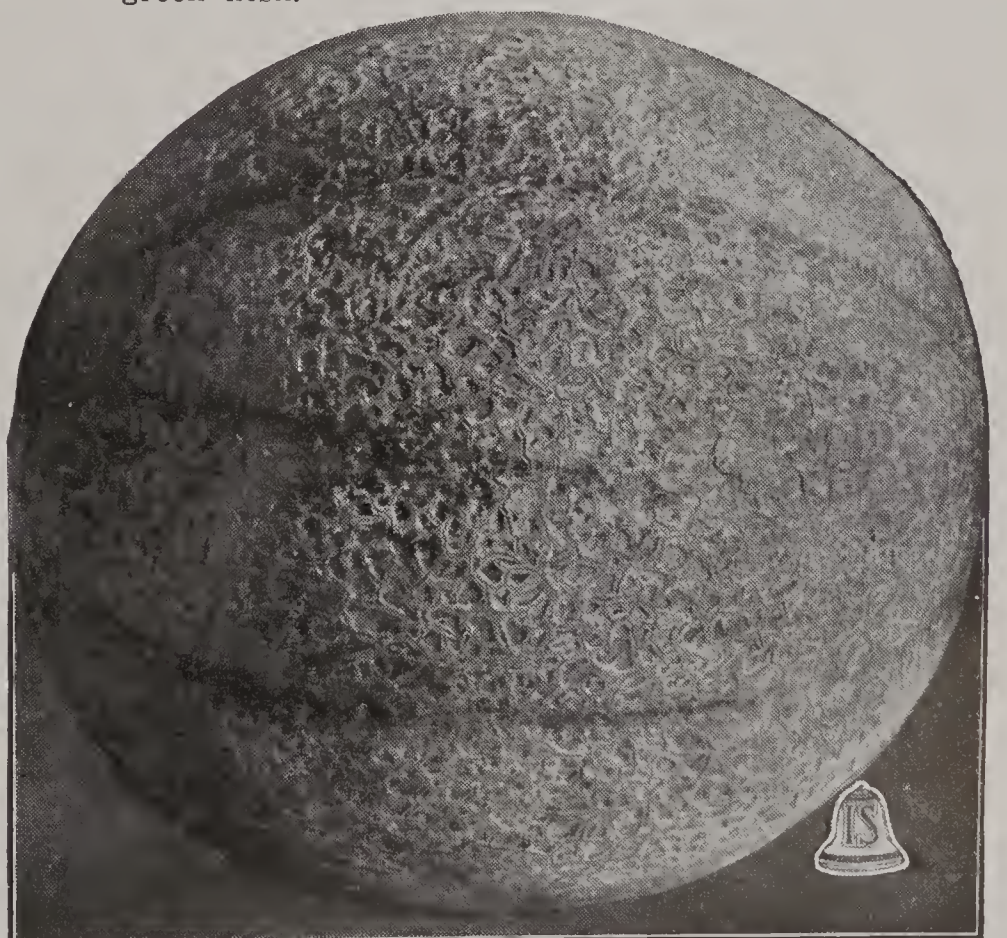
Other Well Known Sorts

Per pkt., 5c; oz., 10c; ¼ lb., 30c; lb., 90c, prepaid.

Milwaukee Market. Large. Deep salmon flesh.

Netted Gem Rocky Ford. Ours is a pure strain of this sort.

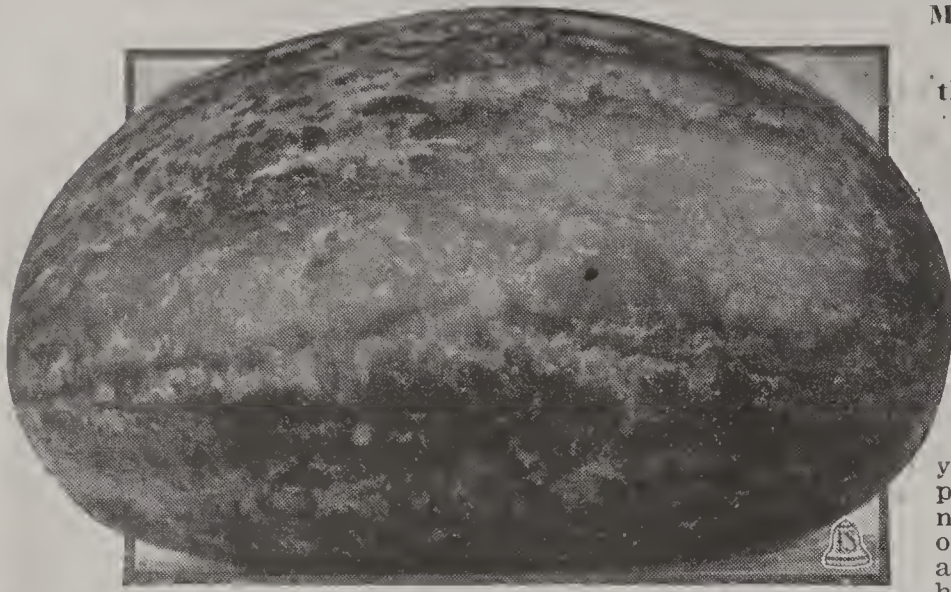
Extra Early Hackensack. Early, hardy, prolific, green flesh.



Bender's Surprise

ISBELL'S WATERMELONS

PLANT MICHIGAN GROWN WATERMELON SEED FOR EARLY MATURITY. BE FIRST ON THE MARKET



Isbell's Earliest and Sweetest

Isbell's New 1937 Largest and Best

In Size and Quality It Stands Supreme

If you want the biggest and sweetest watermelons you ever grew here is one that will surprise you. Grows to the immense size of 40 to 50 lbs., and is one of the most prolific of all varieties. Often one hill produces 6 or 7 full size melons. The luscious, dark green, nearly round melons sell well on the market and the melting sweetness of the crisp bright red flesh brings the buyers back for more. The fine grained flesh is always free from stringiness and does not become soft or mushy. Pkt., 10c; oz., 15c; 1/4 lb., 40c; lb., \$1.20, prepaid. Not prepaid, 5 lbs., for \$5.00.

Kleckley's Sweet or Monte Cristo

On account of its crispness and tenderness it is not recommended for shipping, but for nearby markets and for home consumption it has no superior. Shape is accurately shown in illustration; average length is about 18 to 20 inches. The large fruits taper slightly toward the stem end. Color vary dark green, almost black. Quality is superb. Seeds are white and placed close to the rind, outside of the big, solid, bright scarlet heart. Season is medium early; nothing can be finer for the latitude of Pennsylvania, Ohio, Indiana, Michigan, Illinois, etc. Matures in 80 days. Pkt., 5c; oz., 10c; 1/4 lb., 25c; lb., 75c, prepaid.—Not prepaid, 5 lbs., \$3.00.

Golden Honey

Sweet As Honey—Color of Gold

Anyone having a prejudice against golden flesh Watermelons will instantly forget it after tasting the Golden Honey. Flesh of rich golden yellow color, firm, crisp and glistening, and fairly melts in your mouth. Fruits medium large, oblong, rind hard and of very dark green color. It is a real quality melon and greatly liked by everyone that has tasted it. Try some this year. Matures in 85 days. Pkt., 10c; oz., 15c; 1/4 lb., 40c; lb., \$1.20, prepaid.

CULTURE—A light, sandy soil, with good exposure to the sun, is the best for Watermelons. It should be prepared deep, but receive shallow cultivation. Plant in hills 8 to 10 feet apart each way. Plant 8 to 10 seeds in a hill, and finally, when danger of insects is past, leave but three strong plants. To kill bugs dust with "Slug Shot," using the Feeny Duster (see page 86). To exterminate Melon Lice, Beetles and Cutworms, spray with "Ever Green." One ounce of seed is required for forty hills; 3 to 4 pounds will plant an acre.

Isbell's Earliest and Sweetest

The Most Valuable Home-Garden Watermelon

Very early and deliciously sweet. It fairly melts in your mouth. The size is medium, averaging from 10 to 15 pounds. The flesh is scarlet, of extra fineness and sweetness. Entirely free from stringiness. This variety is one of the most prolific known, and as the plant is of hardy and vigorous growth we are not surprised that this Melon has become extremely popular. Fruits are of attractive appearance, the rind being mottled with several shades of green. Ripe Melons in 75 days. Pkt., 10c; oz., 15c; 1/4 lb., 40c; lb., \$1.20, prepaid.—Not prepaid, 5 lbs., \$5.00.

Stone Mountain

The Quality Melon. Also called Dixie Belle or Lipsey

It originated in Georgia and was named after the Great Stone Mountain in that state. The melons are very large, almost round, rich green. The flesh is bright scarlet, extremely sweet and of finest quality, solid through, almost all heart and but very few seeds. When eaten once, it is not forgotten—the finest and sweetest flavor of them all. On the southern markets it outsells all other melons. We offer Michigan grown seed, best for the states north of the Mason-Dixon line. Pkt., 5c; oz. 10c; 1/4 lb., 30c; lb., 95c, prepaid.—Not prepaid, 5 lbs., \$4.00.

New "Winter" Melon

A New Long-Keeping Watermelon, Not a Citron

A sweet, luscious Watermelon for your Thanksgiving dinner from your own garden. The fruits are of medium size, round, pale yellow when ripening. Flesh bright red, crystalline, sweet as honey. This melon is a very heavy yielder. In keeping qualities it excels all other kinds. Seeds very small, black. Pkt., 10c; oz., 15c; 1/4 lb., 35c; lb., \$1.15, prepaid.

Peerless or Ice Cream

Excellent for Home Market

This old standby is our best general cropper for the home market; has too thin a rind for shipping. Ripens early; fruit oblong, large size, rind light green, mottled and veined; flesh bright scarlet, solid to the center, melting and delicious. A great favorite with our customers in the central and northern states. Seeds white. Matures in 75 days. Pkt., 5c; oz., 10c; 1/4 lb., 25c; lb., 75c, prepaid.—Not prepaid, 5 lbs., \$3.00.

For an Earlier Melon Crop Use HOTKAPS

See Page 84 for Prices

Kleckley's
Sweet



Dust your Melon Vines with "Stop-Vermin."
See page 86

WATERMELONS

New Klondike

One of the best early watermelons from a quality standpoint. The melons are oblong and of an even dark green color. Flesh is deep red, exceptionally crisp, and tender as well as most delicious in flavor. A very good yielder and has given excellent satisfaction in the North for the market as well as home use. The seed is small, black with brown markings. Pkt., 10c; oz., 15c; ¼ lb., 40c; lb., \$1.20, prepaid.

Harris' Earliest

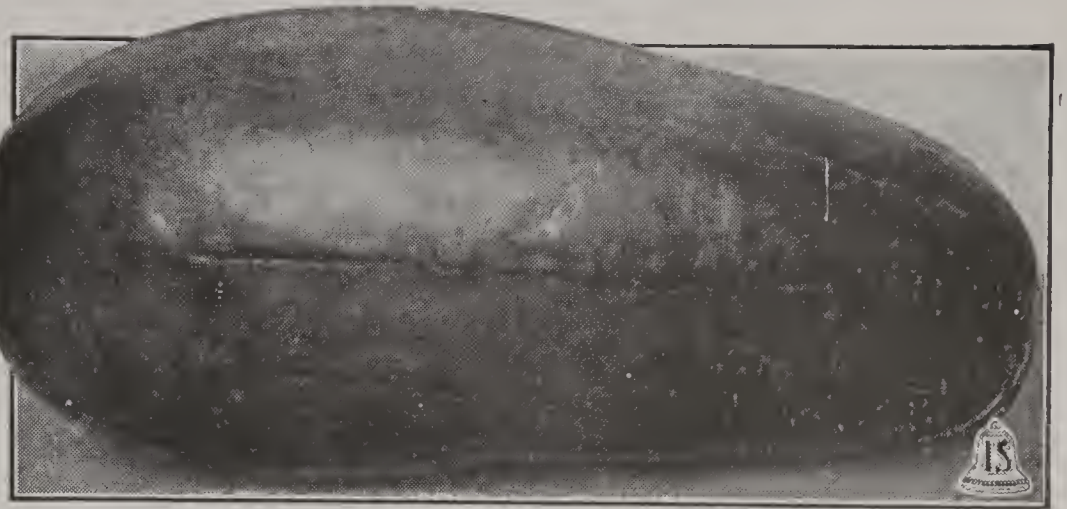
THE BEST SHIPPER IN THE EARLY CLASS

The originator of this Melon (Mr. B. F. Harris), says: "For 20 years we have been trying to find an extra early Watermelon, with which we could beat all competitors, and one that would be the first on the market, and at last our efforts are crowned with success." The general shape and appearance of the Harris are shown in the illustration. The skin is mottled with green and white. The flesh is red, sweet, juicy and crisp. The seeds are black. The weight averages 15 to 20 pounds. Its table quality is first-class. Matures in 75 days. Pkt., 5c; oz., 10c; ¼ lb., 25c; lb., 70c, prepaid.—Not prepaid, 5 lbs., \$2.75.



Harris' Earliest

Halbert Honey—Fine for the Home Garden



Halbert Honey

Fine for the Home Garden

As long and big as the Kleckley's Sweet. They average 18 to 20 inches in length; 6 to 8 inches in diameter. Color of rind, a clear, glossy deep green. The flesh is a beautiful crimson, extending to within less than half an inch of the rind, which, like the flesh, is so tender it will not stand shipping. Light colored seed. For the home garden and local market. Matures in 85 days. Pkt., 5c; oz., 10c; ¼ lb., 25c; lb., 80c, prepaid.—Not prepaid, 5 lbs., \$3.25.

Tom Watson

A great shipping melon. It is a long, green melon covered with a fine netting, giving it a most attractive appearance. The flesh is of most superb quality and intensely red color. The rind is thin, but hard and tough so that it is unequalled as a market and shipping sort. Pkt., 5c; oz., 10c; ¼ lb., 25c; lb., 70c, prepaid.—Not prepaid, 5 lbs., \$2.75.

Other Favorite Varieties

Each, per pkt., 5c; oz., 10c; ¼ lb., 25c; lb., 70c, prepaid.

COLE'S EARLY.—Standard early for northern states.

FORDHOOK EARLY.—Popular in eastern states. Fine quality.

IRISH GRAY.—Superior quality, large size, good shipper.

CITRON.—(Either red or green seed for preserves).

ONION SETS

THE EASIEST WAY TO GROW LARGE ONIONS.
THE QUICKEST WAY TO GROW BUNCH ONIONS.

Prices subject to market changes. Write for prices on larger quantities.

We Supply Best Quality Sets

These sets are the product of seed and the little bulbs are planted for "Green Onions," or to produce large Onions for early market, which they do much quicker than can be grown from seed. The planter is enabled thereby to get highest market price for his early Onions grown from sets, also permitting the growing of another crop on the same land the same year.

Green Onions from sets will be your first garden crop in spring. Several plantings may be made to prolong the season's supply. Can be planted very early in spring. One quart of sets will plant a 50-foot row; 10 to 12 bushels per acre. (bushel of 32 pounds).

YELLOW MULTIPLIER SETS.—Also called "Shallots." A favorite for the home garden; of superior flavor. These do not form large Onions for market but are planted for green Onions only. Very productive, producing six to twelve bulbs from one Onion bulb set out. Pt., 20c; qt., 35c; 4 qts., \$1.20, prepaid.

YELLOW BOTTOM SETS.—Medium size, fine dry sets. Planted extensively for market or home use. Pt., 20c; qt., 35c; 4 qts., \$1.20, prepaid.

RED BOTTOM SETS.—This variety is very popular in the northern states. A good keeper. Pt., 20c; qt., 35c; 4 qts., \$1.20, prepaid.

WHITE BOTTOM SETS.—Market gardeners plant these white sets in very large quantities for green onions. Pt., 25c; qt., 40c; 4 qts., \$1.35, prepaid.

EBENEZER or JAPANESE SETS.—In great favor for growing large marketable Onions from sets. Pt. 20c; qt., 35c; 4 qts., \$1.20, prepaid.

POTATO ONIONS.—Also called English Multiplier. Valuable for bunching or an early crop of bulbs. The smallest sets make fine, large bulbs; the large bulbs, when planted, immediately multiply, each bulb producing 6 to 12 stalks for bunching. They are of mild flavor. Pt., 25c; qt., 45c; 4 qts., \$1.50, prepaid.

WINTER ONION SETS.—EGYPTIAN SETS.—These may be planted in spring or fall. They are perfectly hardy and furnish the first green onions in spring. Pt., 20c; qt., 35c; 4 qts., \$1.20, prepaid.

MORE AND BETTER VEGETABLES

"My father and my grandfather have used your seeds for years and claimed they produced more and better vegetables than any other seeds."—MRS. NEIL H. LITTLE, Linden, Mich. Feb., 1936.



Bottom Onion Sets

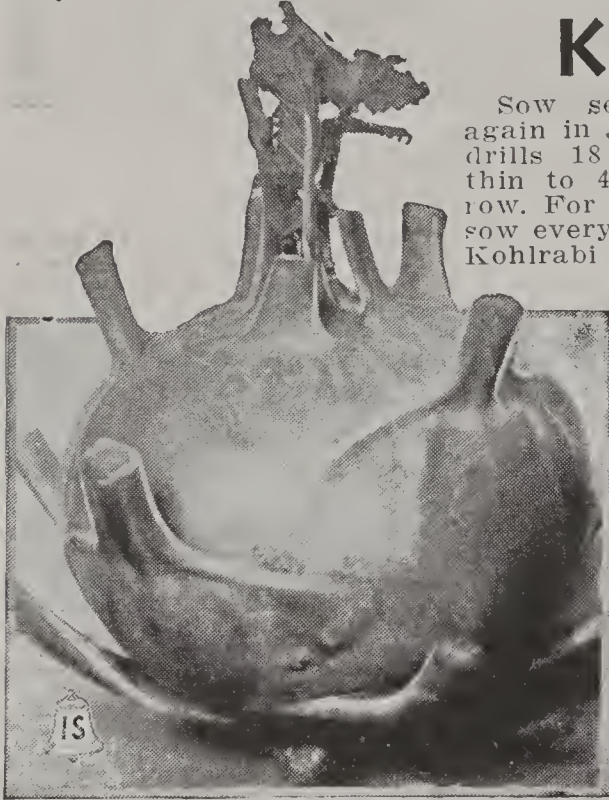
For Onion Seed, See Following Pages

Don't Overlook These Delicacies!

There are several choice offerings for your home garden on this page. Space does not permit us to illustrate all of them, but your order should include at least three.

All of us should eat more "greens"—cooked and raw. KALE is particularly palatable and is splendid "roughage."

KOHLRABI has been replacing turnips in early gardens. Very delicate flavor, and does not get strong or bitter as turnips do at times. MUSHROOMS are so easy to grow, why not include some in this order?



Kohlrabi

Kohlrabi

Sow seed in spring and again in June or July. Sow in drills 18 inches apart, and thin to 4 or 6 inches in the row. For a continuous supply, sow every two or three weeks. Kohlrabi is most tender when the roots are not more than 2 to 3 inches in diameter.

White Delicatesse

Extra early, finest quality, best for early market and forcing. Smooth white bulbs of medium size, fine grained and excellent flavor. Ready for table in 55 days. Pkt., 10c; oz., 25c; 1/4 lb., 75c; lb., \$2.50.

Early White Vienna

Flesh white and tender; excellent forcing variety. Ready for table in 60 days. Pkt., 10c; oz., 15c; 1/4 lb., 50c; lb., \$1.75, prepaid.

Early Purple Vienna

Fine flavored, tender, pure white flesh; skin of purple color. Ready for table in 65 days. Pkt., 10c; oz., 15c; 1/4 lb., 50c; lb., \$1.75, prepaid.

Leek

The stalks are of mild onion flavor and used same as onions. May be stored for winter in moist sand in cellar. Sow seed in early spring in rows 1 foot apart and 1 inch deep. When 6 inches high, transplant 4 to 6 inches apart, in rows 12 inches apart, setting the plants in the ground up to their center leaves.

American Flag

Broad leaves of strong and vigorous growth; very hardy. Ready for table in 85 days. Pkt., 5c; oz., 15c; 1/4 lb., 50c; lb., \$1.75, prepaid.

Monstrous Carentan

Very large with broad leaves, stems 6 to 8 inches long. Ready for table in 95 days. Pkt., 10c; oz., 25c; 1/4 lb., 70c; lb., \$2.25, prepaid.

Mushrooms

The Mushroom, as a table delicacy, is rapidly becoming extremely popular and it will certainly continue to increase in favor as fast as people discover how easily it can be grown. With all orders we give our free pamphlet, "How to Grow Mushrooms," and anyone who will carefully follow its simple directions can have no difficulty in producing a crop.

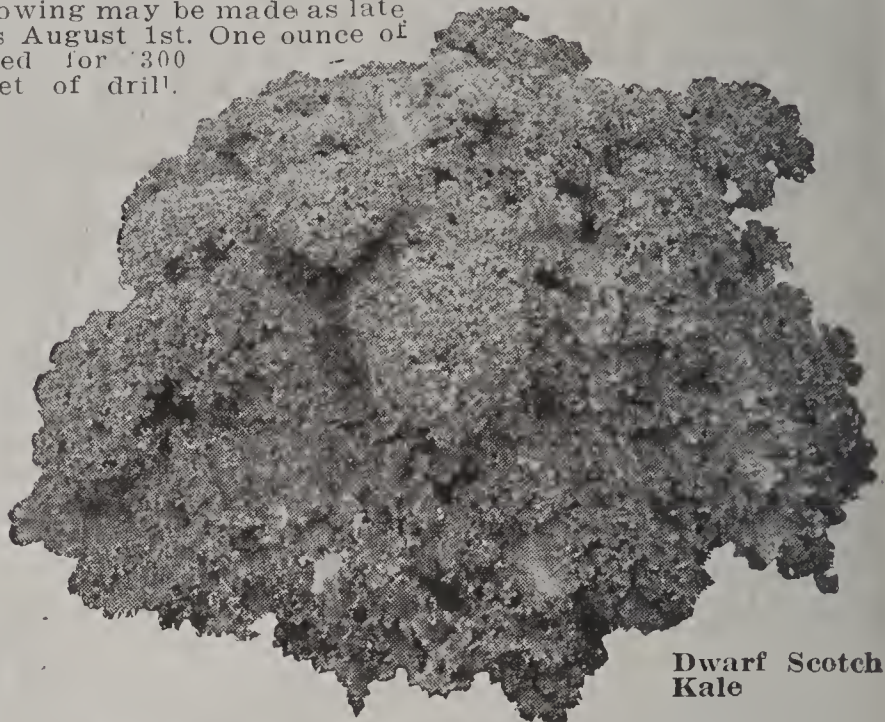
Eat More Mushrooms. Yield 204 calories per pound and contain protein.

Spore Culture Spawn

Is far superior to the old style varieties and much better results can be obtained from its use. Bricks weigh from 18 to 24 ounces. A brick will spawn ten square feet of bed. Prices, per brick, 50c, postpaid. By express or freight, 5 bricks, \$1.75; 10 bricks, \$3.25.

Kale or Borecole

Kale is very easily grown and much hardier than any cabbage, standing the winter well if protected by a little litter of straw. Splendid "greens" for early fall, winter or spring use. One may start cutting Kale in 55 to 60 days, but the flavor is improved by a good frost in the fall. Sowing may be made as late as August 1st. One ounce of seed for 300 feet of drill.



Dwarf Scotch Kale

Green Curled Dwarf Scotch

Leaves very curly, rich green. Remarkably tender and delicate in flavor. Pkt., 5c; oz., 10c; 1/4 lb., 30c; lb., 90c, prepaid.

Tall Scotch

Grows about 2 feet high. Leaves dark green and finely curled. Very hardy. When leaves are of fair size pull off and use the lower ones and let the plant grow on. Pkt., 5c; oz., 10c; 1/4 lb., 30c; lb., 90c, prepaid.

Siberian or Winter

Also called Sprouts. Very hardy; of dwarf, spreading growth. The leaves are of bluish-green color, tender and of fine flavor. Pkt., 5c; oz., 10c; 1/4 lb., 25c; lb., 75c, prepaid.

Mustard

The Leaves are Used as a Salad or Boiled Like Spinach

Several sowings a week or so apart give tender leaves throughout the season. One ounce of seed for 100 feet of drill; 1 1/2 to 2 pounds per acre.

Southern Giant Curled

Highly esteemed in the South where the seed is sown in fall; plants used very early in spring as a salad. Pkt., 5c; oz., 10c; 1/4 lb., 20c; lb., 50c, prepaid.

Southern Broad Leaf

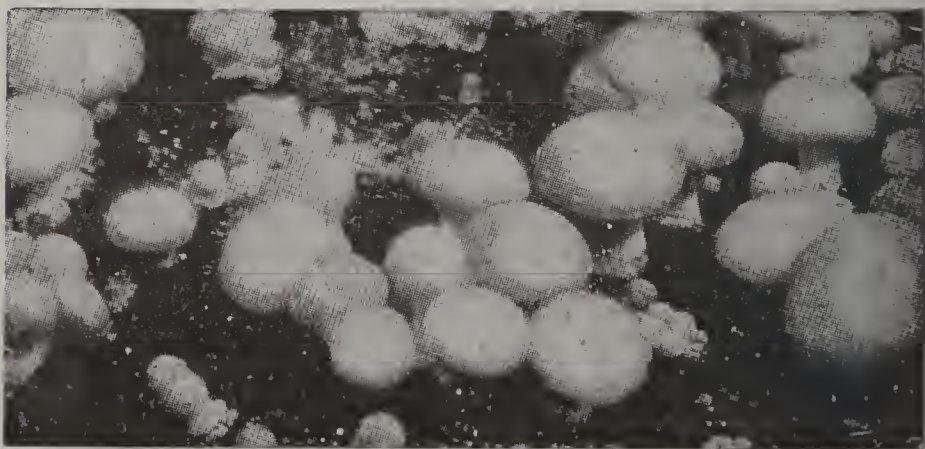
Upright growing, deep green leaves, fairly smooth. Most desirable for greens because of the ease of preparing and its pleasant pungent flavor. Pkt., 5c; oz., 10c; 1/4 lb., 20c; lb., 70c, prepaid.

White London

The leaves are light green, mild and tender when young; seed large, light yellow, and is used extensively for flavoring in pickles, preserves, etc. Oz., 10c; 1/4 lb., 20c; lb., 60c.

Mustard Spinach or "Tendergreen"

This new vegetable is all the name implies, a very mild Mustard with a creamy Spinach flavor. Is of quick growth, the leaves are ready for cutting three to four weeks after planting. Dry hot weather does not injure the crop. Pkt., 5c; oz., 10c; 1/4 lb., 20c; lb., 55c, prepaid.



Mushrooms Grown From Pure Culture Mushroom Spawn

ONIONS

We have reduced the price for 1937 on nearly all Onion Seed. The crop was large last year and we are sharing the saving with our customers. Another co-operative effort to make 1937 your Greater Prosperity Year.

On page 2 of this catalog there is a very interesting analysis of the way to make more dollars from Onion crops. Also a beautiful color illustration of our Brigham Strain Michigan Yellow Globe.

All Isbell Onion Seed is carefully grown from hand selected bulbs. The quality is always the best and always true to type.

CULTURE.—Be very careful about preparing the soil. It should be well pulverized and smooth. The richer the soil, the bigger the crop will be. Sow the seed as early as the ground can be worked in rows 12 to 15 inches apart, covering one-half inch deep. When plants are up cultivate thoroughly, keep free from weeds and thin out to prevent crowding. One ounce will sow about 150 feet of drill; 4 to 6 pounds per acre.

Yellow Onions

Prizetaker

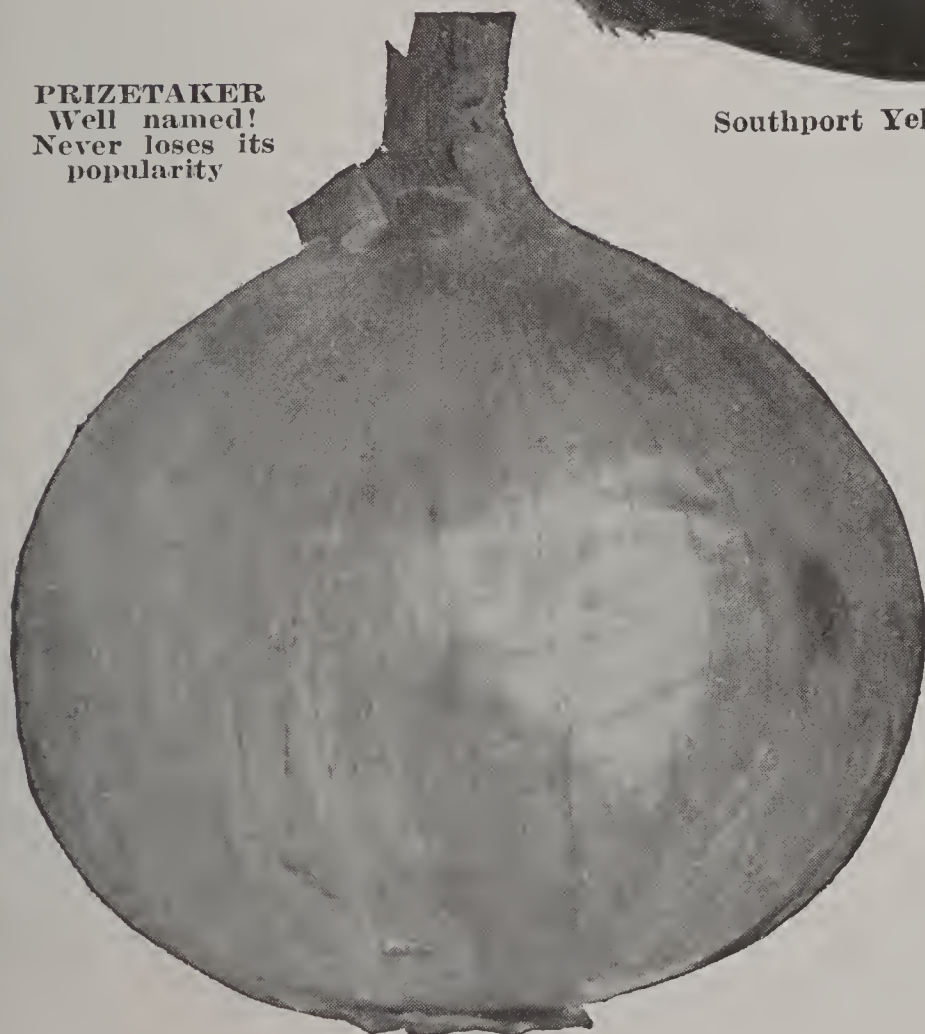
Largest Size, Very Mild

This variety produces very large, handsome Onions of bright yellow color and mild flavor. Single bulbs grown under favorable conditions sometimes weigh three pounds each. The Onions are globe-shaped and of very mild, pleasant flavor. These Onions can be grown with perfect success by sowing the seed in the ordinary way in the open ground. For the largest and finest specimens start the seed in boxes in February or March, and transplant. Pkt., 10c; oz., 25c; ¼ lb., 75c; lb., \$2.35, prepaid.

BERMUDA ONION PLANTS FOR THE HOME GARDEN ARE LISTED ON PAGE 35.

ONION SETS are on page 31.

PRIZETAKER
Well named!
Never loses its popularity



Southport Yellow Globe



Yellow
Globe
Danvers
A Sure
Crop

Riverside Sweet Spanish

The Largest and Sweetest Onion

This is an American grown strain of the large Sweet Spanish Onion, producing very large, globe-shaped Onions of light yellow color, having an extremely mild, sweet flavor. Has quickly become very popular in many sections. Said to be the largest of all onions and the mildest as well. Extra heavy yielder. Pkt., 5c; oz., 20c; ¼ lb., 60c; lb., \$2.00, prepaid.

Ebenezer or Japanese

The flesh is white, firm and of a very delicate flavor. The Onions are large, somewhat flattened, yellow skinned and have very small tops and mature early. They will keep sound and hard all winter. Ebenezer has such a reputation for quality that the Onions of this variety command much higher prices than other kinds. Used extensively for growing onion sets. Pkt., 5c; oz., 20c; ¼ lb., 60c; lb., \$2.00, prepaid.

Yellow Globe Danvers

Our strain of Yellow Globe Danvers is unsurpassed. It forms a large, deep, heavy bulb with small neck, but is not quite as oval in form as the Southport type of Globe Onions. The flavor is rather mild. It matures early and yet is a splendid keeper. Its yielding qualities are equal to the best. Matures in 125 days. Pkt., 5c; oz., 20c; ¼ lb., 50c; lb., \$1.75, prepaid.

Southport Yellow Globe

Similar in shape to the other Southport Globe Onions, but differing in color. Is entirely distinct from the Danvers type, being more globe shaped. Flesh is white and of mild flavor; handsome in appearance, large in size, a heavy cropper and an excellent keeper. We sell large quantities of seed of this variety to Onion growers who ship in carloads to Eastern markets. Matures in 125 days. Pkt., 5c; oz., 20c; ¼ lb., 60c; lb., \$2.00.

Mountain Danvers

Heavy yielder. Ripens early and is very hard and solid, without any thick neck. Is of good size, of slightly flattened globe shape like the Danvers Yellow Globe, but a darker yellow color. The crop ripens evenly, without any scallions, and will keep with less shrinkage or loss from any cause than any other Onion. We recommend it for market and home garden. Pkt., 5c; oz., 20c; ¼ lb., 60c; lb., \$2.00, prepaid.

FOR OTHER YELLOW SORTS Please Turn to Next Page.

Yellow Sorts

ONIONS

Red Varieties

(Continued from Page 33)

The New and Better Isbell's Michigan Yellow Globe Brigham Strain

This is the heaviest yielding and best keeping type of Yellow Globe Onion grown in this State. See color picture page 2.

Michigan grown seed from selected bulbs of the original strain.

Michigan Yellow Globe

Ripens evenly, is a wonderful keeper and a most excellent shipper. Ripens early and has the attractive color of Southport. Small neck. Bulbs grow to large size. Very solid. Truly a profit-maker for any grower. Originated by one of the largest commercial onion growers in the great onion producing district of southwestern Michigan. Buyers give preference to this sort and generally pay a premium for them due to fine size, appearance and exceptional keeping qualities.

All that is said about this Brigham Strain for commercial growers, of course, recommends it for the home garden. Pkt., 10c; oz., 25c; ¼ lb., 80c; lb., \$2.75, postpaid.

Yellow Bermuda

Bermuda Onions are noted as the mildest and sweetest of all onions. They are flat in shape and make fine large bulbs on good soil. The Yellow Bermuda is of a clear light straw color. Early enough to mature from seed where other onions can be grown successfully. Pkt., 10c; oz., 25c; ¼ lb., 70c; lb., \$2.25, prepaid.

Valencia Sweet Spanish

An excellent very large sweet yellow onion that is being grown commercially on a large scale. The onions are globular, with golden yellow skin. Flesh is white, exceedingly mild and sweet. Heavy yielder. Pkt., 10c; oz., 30c; ¼ lb., 90c; lb., \$3.25, prepaid.

New Early Yellow Globe

Long Keeper—Ripens Early

Here is an early type of yellow globe onion of Connecticut origin which matures fully three weeks ahead of Southport and other similar sorts. This is a fine globe-shaped onion with a beautiful yellow color. It is a splendid winter keeper and because of its thick skin, keeps in storage, better than most early sorts. The bulbs do not quite reach the size of some of the later sorts but it yields nearly as well and is a more sure yielder because it is earlier. Pkt., 10c; oz., 25c; ¼ lb., 75c; lb., \$2.35, prepaid.

Double Tested Seeds

All Isbell's seeds are tested for germination in our electric tester, which duplicates natural conditions. They are also tested for purity and trueness to type on our extensive Trial Grounds.

NEW Early Yellow Globe
Dependable Early Market Onion,
Very Long Keeper

ISBELL'S
EVERGOOD
RED GLOBE

MOST
PERFECT
RED GLOBE



Isbell's Evergood Red Globe

THE HANDSOMEST RED GLOBE IN CULTIVATION

Isbell's Evergood has been one of our leading specialties for many years. Bulbs are perfectly globe-shaped and uniformly small necked, which insures thorough drying out near the top where nearly all the trouble originates in keeping onions. Color is deep blood red. Having been raised so long in a favorable climate, it has formed the habit of early ripening, and yet grows to full marketable size. The Evergood is a magnificent keeper. Matures in 10 days. Pkt., 10c; oz., 25c; ¼ lb., 75c; lb., \$2.35, prepaid.

Southport Red Globe

Grown from hand-picked bulbs, only bulbs which are perfect in size and shape being used for seed. Red Globe onions are just the size to command the highest price. They are more uniform in size, darker colored skin, heavier and better keepers than any strain of Southport we have ever seen. Keeps well until spring. Matures in 135 days. Pkt., 5c; oz., 20c; ¼ lb., 60c; lb., \$2.00, prepaid.

Extra Large Red Wethersfield

Persistent selections of bulbs planted for seed have given us a small-necked, sure ripening strain. Though well flattened, the solid Onions are thick through. The outer skin is a deep rich, purplish red; flesh white, lightly tinged with pinkish rose. Its splendid keeping qualities make it easy to hold crops for late winter markets. Pkt., 5c; oz., 20c; ¼ lb., 60c; lb., \$2.00, prepaid.



WHITE ONIONS

Isbell's Early White Sugar Ball

The Earliest and Mildest Bunching Onion

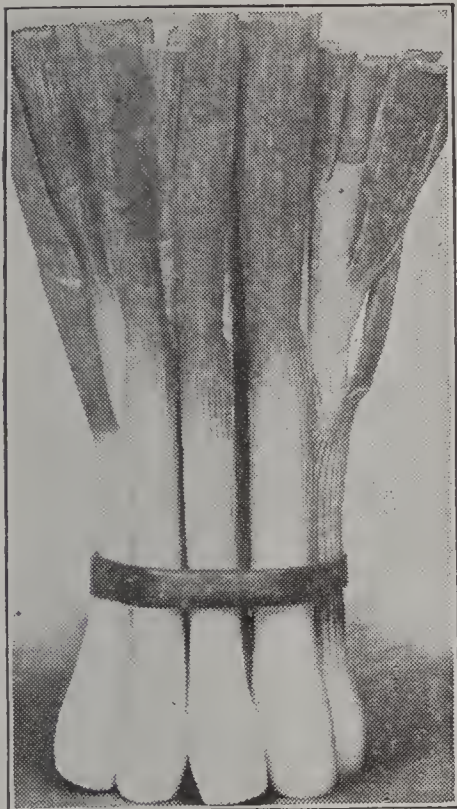
For years there has been an inquiry for an extremely early onion to be sold in the green state in bunches. **Isbell's Early White Sugar Ball** will fill the bill completely. There is no onion seed known that will produce an onion one inch or more in diameter quicker than this. This is the earliest of all the White Onions, and is especially adapted for early bunch Onions and for pickling. It is so sweet and mild flavored we have named it "**Sugar Ball**." Ready for use in 90 to 95 days. Pkt., 10c; oz., 25c; ¼ lb., 75c; lb., \$2.50, prepaid.

Southport White Globe

Differs from other Southports in color only; has all their general excellence. A favorite, owing to its beautiful color, shape and attractiveness. Southports command a big price on Eastern markets. The bulbs are of good size, splendid globe shape, pure white in color. Matures in 125 days. Pkt., 10c; oz., 25c; ¼ lb., 75c; lb., \$2.35, prepaid.

New White Bunching Onion

This new Onion resembles White Welsh but the edible stems are whiter and much longer. The flavor is very mild and the onions remain tender and crisp and hold the pure white color. Seed may be sown very early in the spring or in midsummer or fall to get onions very early the following spring. It is hardy and trenches well. This is the finest perennial bunch Onion for a critical market demanding a fancy grade. Pkt., 10c; oz., 20c; ¼ lb., 75c; lb., \$2.35, prepaid.



Early White Welsh

tain marketable size very quickly and sell at top prices before the green Onions grown from sets are brought to the market. Much superior to the Egyptian Onion. Sow seed thinly in rows 12 to 16 inches apart. Seed may be sown in summer or early fall. Pkt., 5c; oz., 20c; ¼ lb., 60c; lb., \$1.90, prepaid.

Isbell's Perfect White Globe

Finest White Globe Onion in Existence

For many years this has been one of our great specialties on account of the high prices at which the bulbs can be sold if they are fancy stock. As a result our strain is especially attractive. The skin is of purest paper whiteness. Flesh is crisp, fine grained, snowy white and of mild flavor. Yields abundantly, producing handsome and uniformly globe-shaped bulbs. Matures in 120 days. Pkt., 10c; oz., 30c; ¼ lb., 90c; lb., \$3.00, prepaid.

White Queen

For Pickling Onions

A very good early maturing pickling variety. The Onions are somewhat flat in shape, pure paper-white, from 1 to 1½ inches in diameter, of very mild and delicate flavor. Fine for bunching for early market, also for pickling. Gardeners plant largely of this variety for early bunching Onions. Ready to use in 90 to 95 days. Pkt., 5c; oz., 20c; ¼ lb., 55c; lb., \$1.90.

White Portugal or Silverskin

A mild and pleasant flavored Onion of somewhat flattened shape when matured. It is very popular for family use, and one of the best for pickling, also for slicing and boiling. A favorite with many when young as a salad or **bunching onion**. Matures quickly and may be sown as late as June to produce small pickling Onions by late fall. Pkt., 5c; oz., 20c; ¼ lb., 60c; lb., \$1.75, prepaid.

Early White Welsh Onion

For Green Onions

A very hardy perennial variety of Onions used only for bunching or for early green Onions. From fall-sown seed, the shoots at-



Bermuda Onions Grown from Onion Plants Set Out in April. Ready Early in July

Bermuda Onion Plants

For Your Home Garden

These plants are grown in Texas from the finest strains of Bermuda Onion Seed—are perfectly hardy, easy to grow and produce the finest mild flavored young Onions in the shortest possible time. We ship them all ready to set out, guaranteed to reach you in proper growing condition. Use them as green Onions, or let them develop to a creaming size. If allowed to continue growing, they will make good sized Onions of the finest mild, sweet flavor for which Bermuda Onions are famous. Orders will be shipped at the proper time for setting out. 200 plants, 35c; 500 plants, 85c; 1000 plants, \$1.50, prepaid.—Not prepaid, crate of 6000 plants for only \$4.75. Weight per crate about 40 pounds. Can supply only up to May 10th. Not less than 200 plants on any order.

Crystal White Wax

This is very similar to the Yellow Bermuda, except in color, which is a clear, waxy white. Also makes fine green onions as they are so mild and tender. For Bermuda onion plants, see above. Pkt., 10c; oz., 25c; ¼ lb., 70c; lb., \$2.25, prepaid.





Isbell's Hundredfold

GARDEN PEAS

SOW AN ABUNDANCE OF PEAS

Fresh, young green Peas picked right off the vines in your garden and cooked immediately! We do not know of a more delicious vegetable. When you are eating luscious, melting green Peas from your own yard you will not regret the space they occupy.

Sow at the same time some of the early, medium and late sorts. Then they will mature in succession. This is better than to sow one kind three or four times. Seed should be inoculated with Nitrugin. See page 56.

CULTURE.—Any good rich garden soil is suitable for peas but they thrive best in heavy or clay soils which hold moisture well.

Sow seed in a trench 2 to 3 inches deep and an inch apart. The dwarf kinds may be planted in rows 2 to 2½ feet apart but the tall kinds should be 3 to 4 feet apart. For the tall kinds some suitable support should be provided such as sticks, brush, string or wire. One pound of seed will sow a row 50 feet long.

Extra Early Peas

Isbell's Monarch of Earlies

The Earliest of All. It is a round-seeded Pea, 2½ feet high, and will grow and mature quicker than any other sort in cultivation. This with the fact that it can be planted as soon as the ground can be worked, makes it possible to get into the market with this Pea sooner than any other variety known. Extremely generous producer of good size pods, filled with well developed Peas of fine flavor, sweet and tender. Ready to use in 48 days. Pkt., 10c; lb., 35c; 3 lbs., 90c, prepaid.—Not prepaid, 10 lbs., \$2.00; 25 lbs., \$4.50.

Gradus or Prosperity

An Extra Early Wrinkled Pea of Superb Quality. About 2½ feet high. This remarkable Pea has steadily grown in popular favor until today it is one of the most widely known varieties in cultivation. Pods are very large and contain 8 to 10 Peas of the largest size and most luscious quality. Ready for market in 55 days. Pkt., 10c; lb., 30c; 3 lbs., 90c, prepaid.—Not prepaid, 10 lbs., \$1.75; 25 lbs., \$4.00.

Earliest Alaska

Wilt-Resistant Strain. Round-seeded. Two feet high. Sometimes called Earliest Of All. An extra early Pea, vines uniform in growth, pods usually carry 7 or 8 peas. Is planted extensively as an "extra early" for the market. Very hardy. Ready to use in 50 days. Pkt., 5c; lb., 25c; 3 lbs., 65c, prepaid.—Not prepaid, 10 lbs., \$1.50; 25 lbs., \$3.25.

Early Bird

Very Early—Extremely Hardy and Productive

The earliest large podded dwarf sort and is very popular on this account with market growers who want peas at the earliest possible date. It is extra hardy and very productive. The vines grow about 18 inches high and produce handsome dark green pods 4 inches long, well filled with 9 or 10 large peas. Pkt., 10c; lb., 35c; 3 lbs., 90c, prepaid.—Not prepaid, 10 lbs., \$2.00; 25 lbs., \$4.50.

Giant Laxtonian

THE DWARF GRADUS OR BLUE BANTAM

A Fine Large-Podded Dwarf Wrinkled Pear. Grows 16 to 18 inches high. The tall extra early Gradus Pea, with its large, telephone-like pods and its exquisitely flavored peas, is one of the most popular of all Peas. In Laxtonian we have a dwarf type of the Gradus with the same large pods—almost the same in season, and, moreover, requiring no support—and the same superlative quality Peas. Ready to use in 55 days. Pkt., 10c; lb., 30c; 3 lbs., 80c, prepaid.—Not prepaid, 10 lbs., \$1.60; 25 lbs., \$3.65.

Isbell's Hundredfold

Large Podded Early Dwarf Pea. Very attractive early sweet wrinkled pea. Hundredfold is the best flavored and one of the largest podded dwarf-growing sorts in existence. It is ready about three days after the earliest sorts, and bears an enormous crop of handsome, dark green, fairly broad and pointed pods, four inches long. The vines are 18 inches high, sturdy, and resist heat well. Pkt., 10c; lb., 30c; 3 lbs., 80c, prepaid.—Not prepaid, 10 lbs., \$1.75; 25 lbs., \$3.75.

Thomas Laxton

A LEADING MARKET SORT

Wrinkled seed. About 3 feet high. The only rival to the famous Gradus—as a long-podded, extremely early wrinkled Pea, THOMAS LAXTON is even sweeter and finer in flavor, while as the large Peas are of a deeper green they present a more attractive appearance on the table. Ready for market in 58 days. Pkt., 10c; lb., 35c; 3 lbs., 90c, prepaid.—Not prepaid, 10 lbs., \$1.90; 25 lbs., \$4.25.

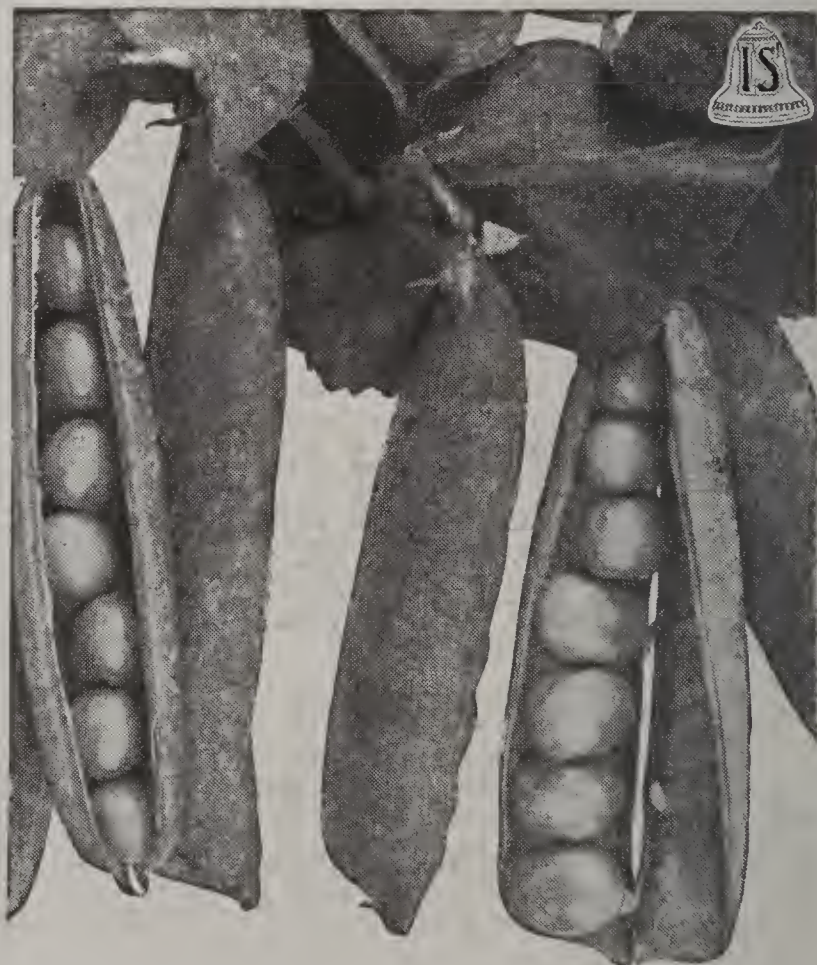
Isbell's Perfect Early

THE EXTRA EARLY PEA OF QUALITY

This superb Wrinkled Pea is the result of most careful selection continued over a period of years. The vines are dwarf and sturdy, averaging 15 inches in height. Pods are three inches long, filled with 7 to 8 very sweet, tender Peas. It is one of the best yielding Peas in cultivation. The quality is A-1 in every respect. One of the best varieties for the home garden. Ready for use in 58 days. Pkt., 10c; lb., 40c; 3 lbs., \$1.00, prepaid.—Not prepaid, 10 lbs., \$2.00; 25 lbs., \$4.50.

Dwarf Sugar

Medium early, hardy, and very productive; vines grow 2 to 2½ feet tall. Pods are broad, flat, and crooked and are cooked when young the same as string beans. Seed of gray-brown color. Pkt., 5c; lb., 35c; 3 lbs., 90c, prepaid.—Not prepaid, 10 lbs., \$1.90.



PEAS

*Early and Mid-Season
Varieties*

Isbell's New Wonder Pea

The Quality Sort for Market and Home Use

On the front cover of this catalog appears a colorful illustration of this remarkable pea. A full description will be found on page 5 of the color pages. Pkt., 10c; lb., 40c; 3 lbs., \$1.00, prepaid.—Not prepaid, 10 lbs., \$2.25; 25 lbs., \$5.00.

Laxton's Progress

Early Dwarf With Largest Pods

See also color pages. The earliest and one of the best in quality of the large-podded dwarf sorts. It also is the heaviest yielder in its class. The vines grow 15 to 18 inches high and the pods are 4 to 4½ inches long, of deep green color, well filled with dark green peas of highest quality. Pkt., 10c; lb., 35c; 3 lbs., 90c, prepaid.—Not prepaid, 10 lbs., \$1.75; 25 lbs., \$3.75.

Little Marvel

EXCELLENT EARLY DWARF WRINKLED SORT

The vines grow very uniform, about 15 inches high and produce very abundantly, fair sized pods, well filled with deep green peas of delicious flavor. Splendid for home garden. Ready to use in 54 days. Pkt., 10c; lb., 30c; 3 lbs., 80c, prepaid.—Not prepaid, 10 lbs., \$1.75; 25 lbs., \$3.75.

Isbell's Everbearing

Bears Longer Than Other Sorts

Height 2½ feet. A productive second-early variety. The vine is close-jointed and thickly hung with round, well-filled pods, 3 inches in length and of light green color. The Peas are very large, tender and of superior flavor. A standard market sort and also a splendid home garden variety. Pkt., 10c; lb., 35c; 3 lbs., 90c, prepaid.—Not prepaid, 10 lbs., \$1.75; 25 lbs., \$3.75.

Melting Sugar

Height 4 to 5 feet. Is cooked and eaten pods and all, the same as wax beans. Pods are stringless, and when cooked are tender, sweet and sugary. Pkt., 10c; lb., 40c; 3 lbs., \$1.00, prepaid.—Not prepaid, 10 lbs., \$2.00.

Isbell's Famous Main Crop

For Medium Early And Main Crop

Heavy yielding midseason green wrinkled Pea, growing uniformly about 26 inches high. This variety holds the record for producing the largest number of bushels of shelled peas to the acre. A very profitable sort, not only for the market gardener, but for the home garden. Pods are heavy, well filled, three inches long, and of a very attractive, blocky shape. The quality of this Pea is simply perfection—rich, buttery and marrow-like. It is pre-eminently the quantity-quality Pea. Make at least two plantings for succession crop. Pkt., 10c; lb., 35c; 3 lbs., 90c, prepaid.—Not prepaid, 10 lbs., \$1.90; 25 lbs., \$4.50.

Main Crop and Late Peas

Quite Content

Extra Fine Late Crop Pea

Pods longer and larger than those of any other Pea in cultivation. Height 4½ to 5½ feet. This grand sweet wrinkled Pea bears pods measuring 5 to 6 inches in length and containing 9 to 10 large peas which are of the finest table quality. Quite Content is a Pea with which everybody—on account of its great productiveness and high market value, and exquisite table qualities—should be "Quite Content." Pkt., 10c; lb., 40c; 3 lbs., \$1.00, prepaid.—Not prepaid, 10 lbs., \$2.00; 25 lbs., \$4.50.

Senator

The Drought and Wilt Resistant Pea

Thrives under adverse conditions of soil and weather when many other sorts fail. A very productive, medium late or main crop sort and is splendid for the home or market garden and for canning. The strong, sturdy vines grow 30 to 36 inches high and produce an abundance of large pods, four inches long, which are well filled with 6 to 8 large peas of delicious flavor. Pkt., 10c; lb., 30c; 3 lbs., 80c, prepaid.—Not prepaid, 10 lbs., \$1.80; 25 lbs., \$4.00.

Alderman

Superior Quality Late Pea for Market and Home Garden

Height about 4½ feet. Growth is strong, robust and exceedingly productive. Peas are of large size and unsurpassed in quality. We highly recommend it to market gardeners as a splendid yielder of very large and attractive, straight pods. Pkt., 10c; lb., 30c; 3 lbs., 80c, prepaid.—Not prepaid, 10 lbs., \$1.65; 25 lbs., \$3.65.

Improved Stratagem

Potlatch or Big Dinner

Height about 20 inches. By many considered the highest quality of all Peas. Vine is very robust, with large foliage. Requires no support. The pods are long, dark green in color and packed with immense Peas of delicious sweetness. Pods are borne in clusters near the top of the vine. Fine for market, also for home gardens because of the long picking season. Pkt., 10c; lb., 30c; 3 lbs., 80c, prepaid.—Not prepaid, 10 lbs., \$1.65; 25 lbs., \$3.65.

Old Stand-Bys—Early, Medium and Late

Prices for the following sorts:

Pkt., 5c; lb., 30c; 3 lbs., 80c, prepaid.—Not prepaid, 10 lbs., \$1.60; 25 lbs., \$3.00.

PROLIFIC EARLY MARKET. About 2½ feet. Good yielder.

NOTT'S EXCELSIOR. About 15 inches. Ready in 55 days.

AMERICAN WONDER. About 12 inches. Fine quality.

PREMIUM GEM. 12 to 15 inches high. Needs no support.

DWARF TELEPHONE. Large pod, dwarf, mid-season sort.

CHAMPION OF ENGLAND. Tall, late, and always popular.

ISEBELL'S TALL TELEPHONE. Peas and pods large. A main cropper.

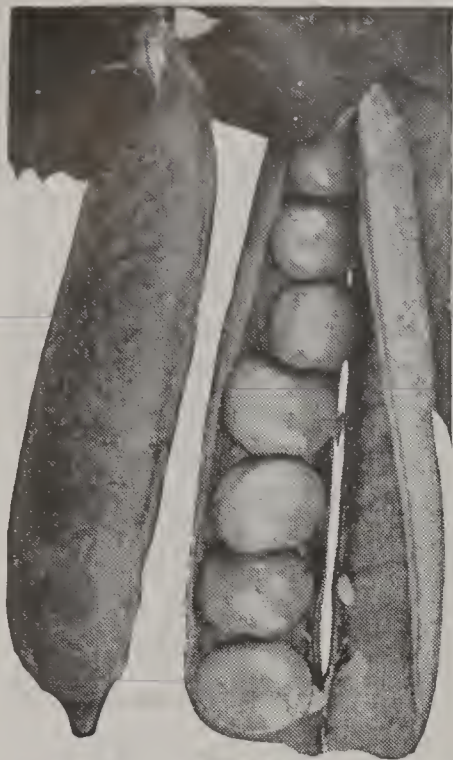


Isbell's
Famous
Main
Crop



Quite
Content

ISEBELL'S ALL-SEASON PEA COLLECTION. SEE FOLLOWING PAGE 38



Two Special Collections of PEAS Isbell's All-Season Collections "A" and "B"

Raise your own Peas! Have plenty all season long, six varieties, for only 45 cents, for the average sized small family garden.

THREE SUPERIOR TALL VARIETIES

Collection A

Isbell's Monarch. Early.
Isbell's Everbearing. Medium.
Alderman. Late

1 pkt. each, 25c, prepaid.
1 lb., each, 90c, prepaid.
3 lbs., each, \$2.45, prepaid.
10 lbs., each, (30 lbs.) \$4.90, not prepaid.

THREE SUPERIOR DWARF VARIETIES

Collection B

Little Marvel. Early.
Laxtonian. Medium.
Stratagem. Late.

1 pkt. each, 25c, prepaid.
1 lb. each, 80c, prepaid.
3 lbs. each, \$2.20, prepaid.
10 lbs. each (30 lbs.), for \$4.75, not prepaid.

Pea growers for larger acreage will find a considerable saving in price if you buy at the above collection special prices.

Okra or Gumbo

The Pods are Used in Soups, Stews and Salads



Okra

The pods should be picked each day while still tender, to be used in salads, soups and stews, also used in mixed vegetable soup. Has become famous as the gumbo in chicken-gumbo soup of the South. Plant seed after the ground is warm and dry, in drills 3 feet apart, covering $\frac{1}{2}$ inch and thinning plants to 1 foot apart. One ounce of seed for 50 feet of row, 6 to 7 lbs. per acre.

WHITE VELVET.—Pods round, smooth, and of white, velvety appearance, very tender and of superior flavor. Ready for table in 50 to 60 days. Pkt., 5c; oz., 10c; $\frac{1}{4}$ lb., 20c; lb., 65c, prepaid.

MAMMOTH LONG POD.—The best green sort. Extra long pods. Pkt., 5c; oz., 10c; $\frac{1}{4}$ lb., 20c; lb., 60c, prepaid.

PARSLEY

CULTURE.—One ounce to 125 feet of drill. Soak the seed a few hours in lukewarm water and sow early in the spring in drills one foot apart. Thin out to 6 inches. A few seeds sown in onion rows take up no space. Used extensively for garnishing and seasoning.

For winter use, transplant in the cold-frame in early autumn, or a few plants may be placed in pots or boxes and kept in the kitchen window for convenient use in winter. Where the winters are not very cold the seed may be sown in early autumn in the open ground.

Isbell's Emerald

Leaves extra well curled and of beautiful rich dark green color. Plant is very dwarf, making it suitable to plant for a border in your garden. Ready to use in 70 to 75 days. Pkt., 10c; oz., 15c; $\frac{1}{4}$ lb., 40c; lb., \$1.25, prepaid.

Champion Moss Curled

The well known and most popular variety. We have a choice selected strain with beautifully crimped and curled leaves. Ready to use in 75 to 80 days. Pkt., 5c; oz., 10c; $\frac{1}{4}$ lb., 30c; lb., 90c, prepaid.

Hamburg Turnip-Rooted

The root, which resembles a small parsnip, is the edible portion of this variety. Extensively grown and used for flavoring soups, etc. Foliage same as the plain Parsley. Ready to use in 85 to 90 days. Pkt., 5c; oz., 10c; $\frac{1}{4}$ lb., 30c; lb., 90c.

PARSNIPS

CULTURE.—Parsnips do the best in deep, rich, sandy soil and on muck or peat soils. As the seed is slow to germinate it should be sown as early as possible in drills 2 to 3 feet apart; cover $\frac{1}{2}$ inch deep and press the soil firmly over the seed; give frequent cultivation and thin the plants to stand 4 or 5 inches apart in the rows. One ounce will sow 125 feet of drill; 5 to 6 pounds to the acre.

Among the edible roots the Parsnip ranks high for usefulness. There are but few people who do not relish its rich, sweet flavor.

The roots are improved by frost and should not be dug until late fall, then store them for winter use.

HOLLOW CROWN or LONG SMOOTH.—A great cropper; long, white roots, tender, sugary, considered best for general cultivation. Ready to use in 120 days. Pkt., 5c; oz., 10c; $\frac{1}{4}$ lb., 25c; lb., 70c, prepaid.

GUERNSEY.—Roots do not grow as long as those of the Hollow Crown, but are of greater diameter and more easily gathered. Of most excellent quality. Ready to use in 110 days. Pkt., 5c; oz., 10c; $\frac{1}{4}$ lb., 25c; lb., 80c, prepaid.

ISELL'S NEW HALF-LONG.—Beautiful white roots, shorter than the preceding sorts, with broad shoulders. We recommend this variety for your home garden. Ready to use in 100 days. Pkt., 10c; oz., 15c; $\frac{1}{4}$ lb., 35c; lb., \$1.00, prepaid.

PEANUTS

Peanuts should be shelled before planting. Plant in rows $2\frac{1}{2}$ to 3 feet apart, dropping the nuts 10 inches apart in the row. Cover one or two inches. A sandy loam is the best soil for peanuts.

New Mammoth Bush

This peanut does exceedingly well in the North, making compact bushes 18 inches high, with heavy, erect stalks and large leaves. They are good producers, and do best on light, sandy soil. Large pkt., 10c; lb., 45c, prepaid.

Early Sweet

Let the children grow some peanuts. The early Sweet is very easy to raise and ripens very early. The nuts are exceedingly sweet and rich when roasted. Any light, sandy soil suits them. Large pkt., 10c; lb., 45c, prepaid.



Champion Moss Curled Parsley

FOR DRYING FOR WINTER USE the Large Bell or Harris Giant is the best, while for **STUFFING PURPOSES** we recommend Pimiento, Ruby King and Chinese Giant. King of the North and Early Giant are best for the North. **FOR HOT SAUCES** use the Red Cayenne sorts.

CULTURE.—Peppers like a light, rich, warm soil for best results. They require about same treatment as tomatoes. Sow seed in hotbed early in April and transplant to open ground when weather is settled—or start seed outside after all danger of frost is past. One ounce is sufficient for about 1,500 plants, $\frac{1}{4}$ pound to transplant one acre. Spray with "Ever Green" to destroy cutworms.

FOR PEPPER PLANTS.—See Page 83.

California Wonder

The Giant Sweet Mango. This is a fine variety of real merit which is rapidly becoming one of the leading sorts. It is one of the largest Peppers grown and has much thicker flesh than other sorts. The flesh is very mild and sweet. When fully ripe they are brilliant scarlet, and often attain a size of 4 inches in diameter and $4\frac{1}{2}$ inches long. Pkt., 10c; $\frac{1}{2}$ oz., 30c; oz., 50c; $\frac{1}{4}$ lb., \$1.50; lb., \$5.00, prepaid.

King of the North

The Earliest Large Pepper. This is the best early large pepper and is especially valuable in the northern states. The fruits are enormous in size and color up a brilliant red much earlier than any other large sort. They average about six inches long, 3 to 4 inches across. The flesh is thick, firm and very sweet and mild. The plants are spreading in habit and are literally covered with large peppers. Often one plant will have 8 to 10 mature fruits. We grew our seed of this wonderful variety here in Michigan. Pkt., 15c; $\frac{1}{2}$ oz., 40c; oz., 70c; $\frac{1}{4}$ lb., \$2.50, prepaid.

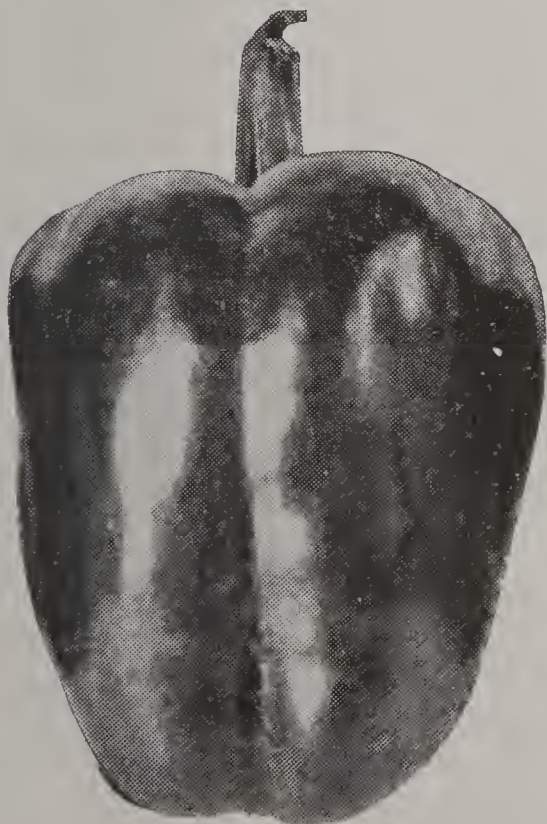
Harris' Early Giant

A large sweet Pepper that will produce enormous yields and the Peppers mature early. The plants are of vigorous growth, and covered from top to bottom with big Peppers. The Peppers are 5 inches high and $3\frac{1}{2}$ inches through; deep green turning to brilliant red. Flesh thick and of a very sweet, pleasant flavor. A very fine Pepper for the home garden and profitable for market. Pkt., 10c; $\frac{1}{2}$ oz., 25c; oz., 40c; $\frac{1}{4}$ lb., \$1.25; lb., \$4.50, prepaid.

RUBY KING.—One of the most popular varieties and is grown practically everywhere. Large scarlet fruits, 4 to 6 inches long by 3 to 4 inches thick. Flesh quite thick, crisp, tender, and somewhat pungent in flavor, ripe fruits in 130 days. Pkt., 5c; oz., 25c; $\frac{1}{4}$ lb., 75c; lb., \$2.75, prepaid.

SWEET LONG RED.—A mild sweet pepper similar in shape to the Hot Long Red Cayenne. Pkt., 10c; $\frac{1}{2}$ oz., 25c; oz., 40c; $\frac{1}{4}$ lb., \$1.25.

CRIMSON GIANT.—Also known as "Ohio Crimson." An early, giant fruited sweet Pepper. The fruit is of long shape, nearly as big as Chinese Giant and much more oblong. In flavor it is very mild and sweet. Ripe fruits in 135 days. Pkt., 10c; $\frac{1}{2}$ oz., 25c; oz., 40c; $\frac{1}{4}$ lb., \$1.25; lb., \$4.50, prepaid.



King of the North

HALF TON GARDEN SEEDS FROM ISBELL

MR. HERMAN M. CRAIG, Lansing, Mich., March, 1936, wrote: "Two years ago I ordered over a half ton of your seed for the Mackinac County C. W. A. garden program at St. Ignace. Now that I am not connected with this Government agency, may I state, that never have I received such a splendid shipment of seed, and that the germination was exceptionally high and all seed was quite satisfactory."

BOOKS

are listed on page 88. A garden book to a friend or relative makes a good birthday present.



Chinese Giant

Chinese Giant

The Largest of All Peppers. 4 to 5 inches in diameter and of equal length. Color brilliant glossy scarlet. It is so immensely productive that frequently a half dozen Peppers will touch one another. The habit of growth is strong and stocky, about 18 to 24 inches high. The flesh is thick and meaty, and entirely free from any fiery flavor. Ripe fruits in 140 days. Pkt., 10c; $\frac{1}{2}$ oz., 30c; oz., 50c; $\frac{1}{4}$ lb., \$1.50; lb., \$5.00, prepaid.

New Golden Giant

A distinct and very desirable large pepper. The fruits are of rich golden yellow color when ripe; thick meat of mild sweet flavor. During growth the peppers are deep glossy green. Fruits oblong, 5 inches long and $3\frac{1}{2}$ inches in diameter. A heavy yielder. Pkt., 10c; $\frac{1}{2}$ oz., 30c; oz., 50c; $\frac{1}{4}$ lb., \$1.50; lb., \$5.50, prepaid.

Hungarian Yellow—Hot

Also called Banana and Yellow Wax Pepper. An extremely hot, long, slender Pepper of a bright waxy yellow color. The fruits are pointed and from $5\frac{1}{2}$ to 7 inches long. The plants are of strong growth and produce abundantly. A special favorite with many people because of its pungency. It is a profitable market sort. Also known as Bulgarian Yellow. Pkt., 10c; $\frac{1}{2}$ oz., 35c; oz., 60c; $\frac{1}{4}$ lb., \$1.75; lb., \$6.50, prepaid.

OTHER FAVORITE PEPPERS

LARGE BELL or BULL NOSE.—Standard market sort. Matures quite early. Fruit bright red, of large size and has thick flesh of mild, sweet taste. Is excellent for stuffing. Favorite Detroit market sort. Pkt., 5c; oz., 25c; $\frac{1}{4}$ lb., 75c; lb., \$2.75, prepaid.

PIMIENTO.—Well known sweet Pepper. The plants are quite tall, very productive and Peppers of medium size, desirable for filling, in preparing salads and for flavoring. Pkt., 10c; oz., 25c; $\frac{1}{4}$ lb., 75c; lb., \$2.75, prepaid.

LONG RED CAYENNE.—Very hot.—The conical fruits are 3 to 4 inches long and bright red. The flesh is very sharp and pungent in flavor. Pkt., 10c; $\frac{1}{2}$ oz., 20c; oz., 35c; $\frac{1}{4}$ lb., \$1.00; lb., \$3.75, prepaid.

SHORT CAYENNE.—Very hot.—Fruits are of conical shape, two inches long, very thin, bright red, very hot and pungent to the taste. Pkt., 10c; $\frac{1}{2}$ oz., 20c; oz., 35c; $\frac{1}{4}$ lb., \$1.15; lb., \$4.00, prepaid.

SWEET SALAD.—The mildest Pepper.—Is an early, prolific, good sized, sweet, mild Pepper; so mild indeed that the fruits may be eaten raw. The plants are of medium height, and bear the Peppers upright. Extremely prolific, the fruits are medium size, just right for stuffing and frying. Pkt., 10c; $\frac{1}{2}$ oz., 20c; oz., 35c; $\frac{1}{4}$ lb., \$1.15; lb., \$3.90, prepaid.

Ornamental Mixed Peppers

Grow these for your County Fair and exhibition purposes. This mixture contains the small ornamental sorts such as New Lantern Shaped, Celestial, Red cluster, Coral Gem Bouquet, Kaleidoscope, and many others. Pkt., 15c.

PUMPKINS

*For Pies, for Stock
For Fairs, for Halloween!*



Small Sugar Pie

Small Sugar Pie

Probably the Best of All for General Use

This is the Pumpkin from which the celebrated Yankee Pumpkin Pie is made. Ripens quite early and is prolific, cooks very quickly and is the best quality. About ten inches in diameter is the average size. Skin is deep orange-yellow with fine grained flesh of sweet delicious flavor. Handsome and excellent keeper. A most prolific yielder and cannot be excelled as a table Pumpkin. Matures in 65 to 75 days. Pkt., 5c; oz., 10c; ¼ lb., 25c; lb., 80c, prepaid.—Not prepaid, 5 lbs., \$3.50.

Japanese Pie

High Quality—Rich Color

The flesh is very thick, of a rich salmon color, fine grained, dry and sweet. Of medium size, early; very productive and highly desirable for pies or cooking. A crookneck variety with curiously marked seeds. Matures in 95 days. Pkt., 5c; oz., 15c; ¼ lb., 35c; lb., 95c, prepaid.

Strawberry, "Rugen"

New Everbearing Strawberry From Seed

This ideal Strawberry for the home garden, producing luscious fruits from seed the same year. Sown early and the young plants transplanted will produce the same season a wonderful crop of mid- and late-season fruit. The plants form no runners and are loaded with great quantities of dark red berries resembling an immense wild strawberry. The berries have a most delicious, sweet and highly aromatic flavor. Used either fresh or preserved, it will hit the spot. Supply of seed is limited. Pkt., 25c.

Vine Peach

(Vegetable Orange or Mango Melon). Fruit is size and color of medium orange—vines much like muskmelons and require same care. Fruits used for pickles, pies and preserving. Try a few glass jars of these—cut fruit in halves and cook in syrup. Easily grown and wonderfully prolific. Directions for preserving, etc., on packet. Pkt., 10c; oz., 25c; ¼ lb., 75c.

Sorrel

Is boiled and served like Spinach, also delicious salad and soup is made with it. Possesses a pleasant acid flavor. Sow seed in shallow drills a foot apart. Thin plants to a few inches apart, remove seed stalks when they appear. Pkt., 10c; oz., 20c; ¼ lb., 50c.

Tobacco

CONNECTICUT SEED LEAF.—Broad leaf of medium length. For cigar fillers. Pkt., 10c; oz., 50c; ¼ lb., \$1.50.

IMPROVED WHITE BURLEY.—The general favorite. Much used for wrappers. Pkt., 10c; oz., 40c; ¼ lb., \$1.35.

HAVANA.—Well known broad leaved cigar tobacco. Pkt., 10c; oz., 40c; ¼ lb., \$1.35.

No farm should be without a field of Pumpkins—some big ones to take to the Fair, quite a few of the Pie Pumpkins and plenty to feed to the stock. They are excellent for sheep after grass pasture fails. Grow two crops on the same land by planting Pumpkins in with your corn or potatoes.

CULTURE.—Not so particular as to soil as the other vine crops, such as Cucumbers and Melons, but are cultivated about the same. After danger of frost is over, plant the seed in hills eight to ten feet apart each way, dropping about a dozen seeds in a hill. The soil should be made as rich as possible. When danger from bugs is past, thin to three plants to a hill. One ounce of seed to 25 hills, 3 to 4 lbs. per acre. Dust with "Slug Shot" to kill bugs and worms.

Winter Luxury

Large Sweet Pie Pumpkin

One of the best pie Pumpkins, and its winter keeping qualities are almost unequalled. Is slightly oval in shape and of medium size. Evenly and finely netted and is a yellowish russet color. Flesh deep golden color, sweet and tender. Winter Luxury is larger than the well known Small Sugar Pie, weighing 8 to 9 pounds each. Popular for the home garden. Matures in 80 days. Pkt., 5c; oz., 10c; ¼ lb., 25c; lb., 80c, prepaid.

Connecticut Field

Or Big Tom. The standard Pumpkin grown in cornfields to make a feeding crop for cattle. Wonderfully prolific. Fruits average 15 to 20 inches in diameter. Smooth, hard, reddish orange skin, with rich orange-yellow flesh. Oz., 10c; ¼ lb., 25c; lb., 60c, prepaid.—Not prepaid, 5 lbs., \$2.50.

Tennessee Sweet Potato

Excellent sort which resembles a sweet potato in flavor. It is pear-shaped and slightly ribbed. The color is a creamy white, sometimes striped with green. Flesh is fine grained and very dry and of superior flavor. Matures in 95 days. Pkt., 5c; oz., 10c; ¼ lb., 30c; lb., 90c, prepaid.

King of Mammoths

Seed saved only from select specimens. This is the pumpkin to plant for show purposes, as it is the largest of all. The flesh is fine grained and sweet and of a bright yellow color. A high quality table or pie Pumpkin. Invariably wins the prizes at fairs. Matures in 110 to 120 days. Pkt., 10c; oz., 20c; ¼ lb., 50c; lb., \$1.50, prepaid.

Kentucky Field

Also called Sweet Cheese. Of large size, about two feet in diameter, round, flattened, hardy and productive. A fine sort for market and family use. Great for stock feed. Matures in 85 to 90 days. Oz., 5c; ¼ lb., 20c; lb., 50c, prepaid.—Not prepaid, 5 lbs., \$2.00.

Rhubarb or Pieplant

Rhubarb is considered a necessity, furnishing very early in the spring, juicy stalks for the favorite rhubarb pie, for sauce, for canning, for wine-making, etc.

Sow the seed early and, when plants are large enough, thin to stand 4 to 5 inches apart. Early in the fall or next spring, transplant them 3 to 4 feet apart each way.

GIANT VICTORIA.—An improved variety producing large, thick stalks. Is a main crop sort, with a long bearing season. Pkt., 10c; oz., 15c; ¼ lb., 45c; lb., \$1.50.

GIANT VICTORIA RHUBARB ROOTS.—The best variety. Excellent quality and large stalks.

Prices by mail, postpaid: 15c each; 3 for 35c; 12 roots for \$1.00.—Not prepaid, 12 roots for 85c; 100 roots for \$6.00.



Connecticut Field Pumpkin

SPINACH

CULTURE.—Should be planted in very rich ground, the richer the better. Sow in drills, one foot apart, and begin thinning out the plants when the leaves are an inch wide. All should be cut before the hot weather or they will be tough and stringy. For succession sow every two weeks until June. Lime-treated soil will produce better and larger crops.

For early spring use, sow in autumn and protect the plants with a light covering of leaves or straw. South of Cincinnati, Spinach can be grown without covering. One ounce of seed to 50 feet of drill, 10 to 20 pounds per acre in drills.

King of Denmark

The Long Standing Market Variety. The large leaves are very thick, rounded, dark green and curled or blistered. Plants grow rapidly and are ready to use as soon as the earliest kinds, yet remain in good condition two weeks longer. They are hardy and vigorous, forming quite large tufts, compact and low. It is well adapted for canning as the leaves are tender, succulent and of excellent quality. Oz., 10c; ¼ lb., 20c; lb., 45c, prepaid. —Not prepaid, 10 lbs., \$2.50; 25 lbs., \$5.50; 100 lbs., \$18.00.

Giant Nobel

A recent introduction of high merit. Very valuable for market and for canning. Plants large, hardy, strong growing. Leaves extra large, the largest of all Spinach varieties; quite broad, arrow-shaped with rounded tip, of bright green color; they are tender and succulent, of very high quality. This is the best of the Giant Smooth Leaved sorts and is a heavy yielder. Oz., 10c; ¼ lb., 20c; lb., 45c, prepaid.—Not prepaid, 10 lbs., \$2.25; 25 lbs., \$5.00.

Triumph or Fillbasket

An improved large, thick leaved, very long-standing variety. Fine quality when cooked. Oz., 10c; ¼ lb., 20c; lb., 45c, prepaid.—Not prepaid, 10 lbs., \$2.25; 25 lbs., \$4.90; 100 lbs., \$17.00.

New Zealand

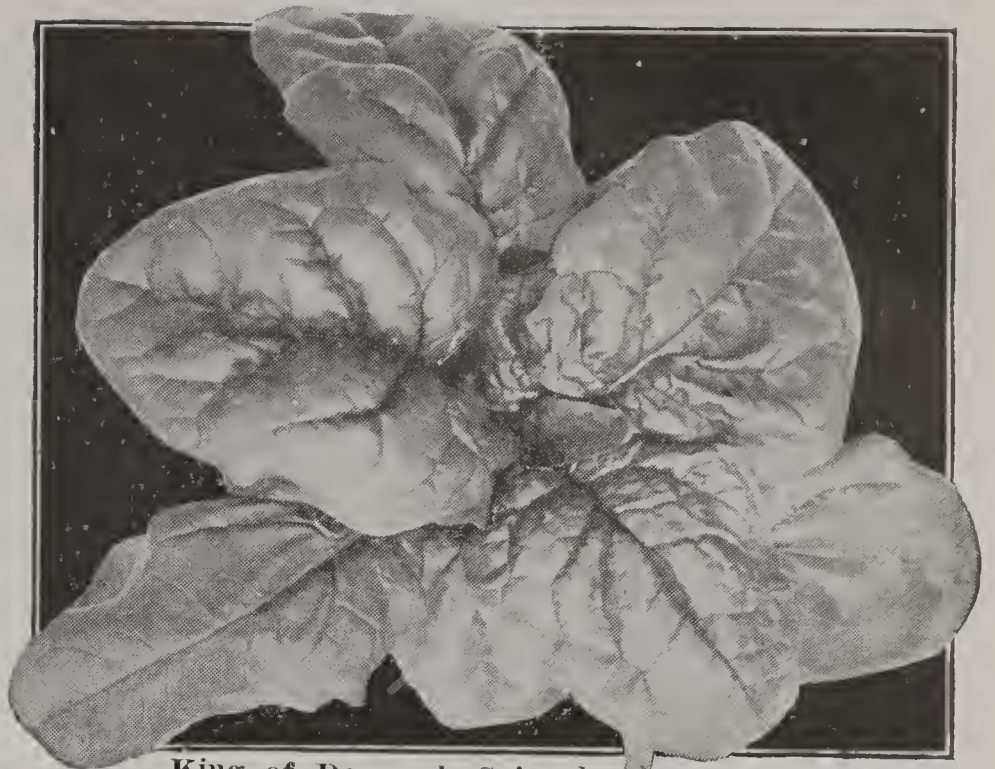
The Ideal Home Garden Sort

The most remarkable Spinach ever introduced. This variety planted under the same conditions and right next to other varieties will withstand the summer heat and keep on bearing luscious green shoots and leaves for weeks after the others have gone to seed. It will make fine Spinach greens possible in your garden all summer and fall.

Soak seed in lukewarm water for 12 hours before planting. Pkt., 5c; oz., 10c; ¼ lb., 25c; lb., 75c, prepaid.—Not prepaid, 10 lbs., \$5.00.



Swiss Chard



King of Denmark Spinach

Bloomsdale, Savoy-Leaved Long Standing

An early variety and one of the best to plant in autumn for early spring use. Plant hardy, of upright growth, with medium large, deep green leaves which are curled. This is a high quality sort that is grown very extensively for market and canning. Oz., 10c; ¼ lb., 20c; lb., 45c, prepaid.—Not prepaid, 10 lbs., \$2.25; 25 lbs., \$4.90; 100 lbs., \$17.00.

Victoria

Noted for its dark green leaves and ability to withstand hot weather. Leaves large, thick, much wrinkled, very dark green. Fine for mid-summer use. Oz., 5c; ¼ lb., 15c; lb., 40c, prepaid.—Not prepaid, 10 lbs., \$2.25; 25 lbs., \$4.75; 100 lbs., \$17.00.

Blight-Resistant Bloomsdale

A strong, vigorous grower, seeding rather early, therefore recommended for early planting.

New Zealand Everbearing Spinach

ing. Oz., 10c; ¼ lb., 20c; lb., 45c, prepaid.—Not prepaid, 10 lbs., \$4.90; 100 lbs., \$17.00.

Japanese Spinach, Tendergreen

Also called Mustard-Spinach. Ready to use in 3 to 4 weeks after planting. Dry hot weather does not injure this variety. Combines the mild mustard flavor with the creamy spinach taste. Try it. Pkt., 5c; oz., 10c; ¼ lb., 20c; lb., 55c, prepaid.

Salsify or Vegetable Oyster

Salsify succeeds best in light, well-enriched soil. Sow early and quite deep, giving the general culture recommended for parsnips. The roots are perfectly hardy and may remain out all winter. Store for winter use in pit or cellar in damp earth or sand.

MAMMOTH SANDWICH ISLAND.—An improved type producing roots of nearly double the size and weight of those of the long white, and of very superior quality and delicate flavor. Ready for table in 140 days. Pkt., 10c; oz., 20c; ¼ lb., 50c; lb., \$1.75, prepaid.

Swiss Chard

A fine vegetable and giving large returns for little care—a constant crop from July until winter. Leaves used for greens same as Spinach.

Sow early in spring in rows 16 inches apart and thin to 6 inches apart in rows. Can be used all summer when Spinach is not available. Later leaves grow very large with broad, flat, pure white stems and midribs which may be cooked like asparagus or made into very good pickles.

LUCULLUS.—The best garden sort. Produces large, tender stalks with curly leaves. You may start cutting in 35 to 40 days. Pkt., 5c; oz., 10c; ¼ lb., 30c; lb., 90c, prepaid.

WHITE LYON—PLAIN LEAF.—Very broad midribs with plain leaves and for this reason preferred by many. Pkt., 5c; oz., 10c; ¼ lb., 30c; lb., 85c.

If Our Prices Were Lower, Quality Would be Sacrificed

RADISHES—Northern Michigan Grown

Isbell's Michigan grown Radish bears certain well defined points of superiority over seed from other sections. In the first place, it is hardier and has proven by test time and time again to be better adapted to a wide variety of soils and conditions. That means a surer and earlier crop for the gardener. Secondly, the tops run very small, desirable when space is valuable.

Sow Radish seed every two weeks throughout the season for a continuous supply of fresh, crisp radishes.



Short Top Extra Early Scarlet Globe

Short Top Extra Early Scarlet Globe

This strain produces deep bright scarlet radishes with very short tops. It was developed especially for growers who put out a large acreage for market. When grown on muck soil this short top strain will not produce the large tops of the older type. The radishes mature in a remarkably short time, bunch up nicely, are very crisp and of fine mild flavor. Pkt., 10c; oz., 15c; ¼ lb., 40c; lb., \$1.20, prepaid.—Not prepaid, 5 lbs., \$5.00.

Improved Early Scarlet Globe

Standard Sort for Home and Market

For forcing and for garden culture. It is very early and of fine shape and color. The flesh is crisp and tender, juicy and mild. The color is rich scarlet. Has a small top and the Radishes are surprisingly uniform in shape and size. The leading Radish on the Detroit market. We offer only the most carefully grown seed. Ready for table use in 20 days. Pkt., 5c; oz., 10c; ¼ lb., 25c; lb., 75c, prepaid.—Not prepaid, 5 lbs., \$3.00.

Crimson Giant

This early Radish is double the size of any of the early turnip-shaped type, and equally suitable for forcing or for early planting out-of-doors. It is a rapid growing sort, developing roots of a beautiful deep crimson color, which vary in shape from round to almost oval, and often measure two inches in diameter. Mild in flavor, firm and crisp, remaining in edible condition longer than other early sorts. Ready for the table in 30 days. Pkt., 5c; oz., 10c; ¼ lb., 25c; lb., 80c; prepaid.—Not prepaid, 5 lbs., \$3.25.

Glowing Ball

Excellent for forcing and for the home garden. Brilliant fiery scarlet, the brightest colored of all radishes. Perfectly round, about one inch in diameter, with a short top and very thin tap-root. The flesh is white, crisp and delicious. Extra early. Pkt., 10c; oz., 15c; ¼ lb., 35c; lb., \$1.00, prepaid.



French Breakfast

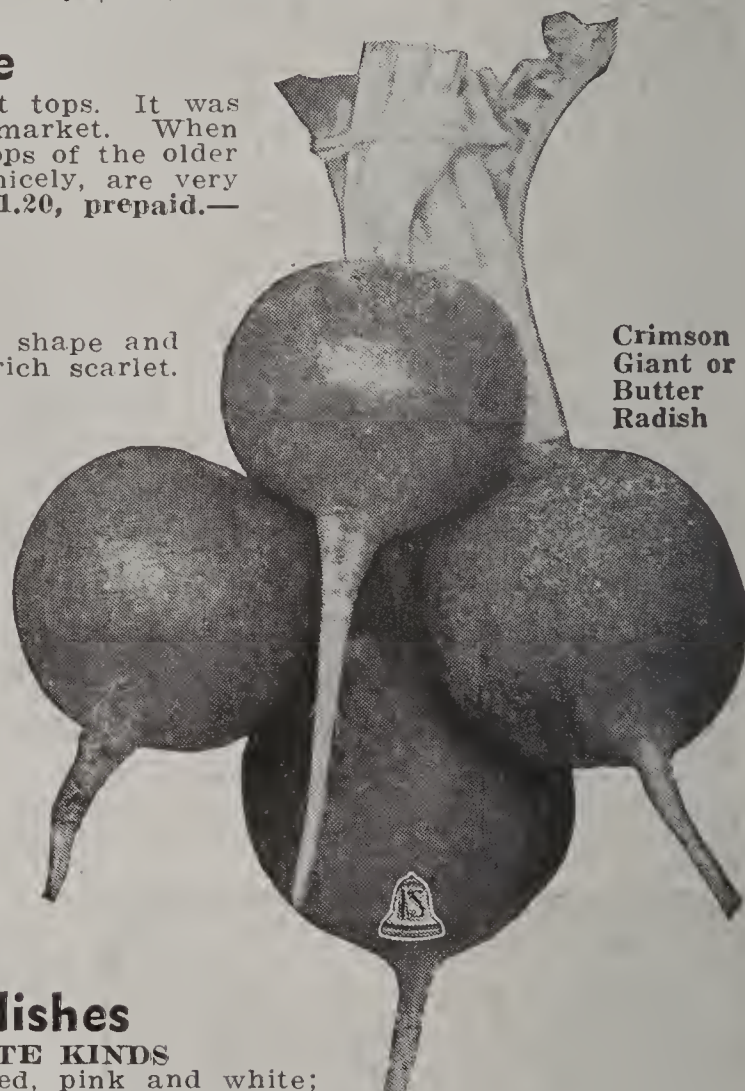
Isbell's Early Bird

The Most Profitable Market Variety

(See color illustration inside front cover). Because of quick maturity—rich color—perfect shape—exquisite quality, Early Bird gets customers and keeps them. Our Early Bird Radish seed is all grown from transplanted roots. It costs us more than double to produce this but it insures uniformity and trueness of type.

By many years of careful selection and most skillful cultivation, this Radish has been bred up to a point that will be hard to surpass. It is a very early and quick growing Radish, fit to pull in 16 to 20 days, its strikingly rich scarlet color attracts attention everywhere, while the flesh is snow-white, always crisp, juicy, mild. In shape a slightly elongated globe.

Our strain of this popular Radish is used by a great many greenhouse men for growing in Winter. If you are a market gardener, or if you have only a kitchen garden, by all means plant Isbell's Early Bird. Pkt., 10c; oz., 15c; ¼ lb., 40c; lb., \$1.25, prepaid.—Not prepaid, 5 lbs., \$4.50.



Crimson Giant or Butter Radish

Mixed Radishes

EARLY AND LATE KINDS

Radishes of all colors—red, pink and white; round, oblong, half-long and long; and from the earliest to the very latest varieties. One sowing is all that is required for the whole season. Pkt., 5c; oz., 10c; ¼ lb., 25c; lb., 75c, prepaid.

French Breakfast

An old favorite for market and home garden; just right for a small, crisp table Radish. Of quick growth, oblong in shape; color a beautiful scarlet, except near the tip where it is pure white. Should be pulled and used when small, as they become soft as they grow larger. A splendid variety on account of earliness and attractive color. Ready for table use in 22 days. Pkt., 5c; oz., 10c; ¼ lb., 25c; lb., 75c, prepaid.—Not prepaid, 5 lbs., \$3.25.

Isbell's Perfection White Tip

The Most Attractive Bunching Radish on the Market

See also color pages. The best strain of Scarlet Turnip White Tip Radish, with the white tip well developed, covering the lower third of the radish. Extra early, crisp and tender. Combines beautiful appearance with finest quality. Pkt., 10c; oz., 15c; ¼ lb., 35c; lb., \$1.00, prepaid.—Not prepaid, 5 lbs., \$4.75.

Early Scarlet Turnip

A round, red turnip-shaped Radish of very quick growth. A very early variety, deserving general cultivation on account of its rich color and crisp, tender flesh. Very desirable for early outdoor planting. Ready for use in 20 days. Pkt., 5c; oz., 10c; ¼ lb., 25c; lb., 70c, prepaid.—Not prepaid, 5 lbs., \$3.00.

Superior Quality Seed

RADISHES

Radish is the most universally grown crop in the home garden. Realizing its great importance we have spent a vast amount of time and money to better existing strains of seed. Now the leading seedsmen come to us for Radish seed of the strains grown on our Michigan farms.

CULTURE.—The secret in growing good Radishes consists chiefly in the observance on the part of the grower of three points. First, they should be grown on light, quick soil. Second, they should be given plenty of water, and last, but by no means least, the right kind of seed should be sown. For the first crop sow as early in Spring as ground can be worked, and every two weeks throughout the season for succession.

A warm, sandy loam, made rich and light by strong manure, is best. Sow in drills 10 to 12 inches apart. The Winter varieties should be sown in July and August. One ounce will sow 100 feet of drill, 8 to 10 pounds per acre.

White Tipped Early Scarlet Turnip

For outdoor sowing this is an important sort on the market—thousands of pounds being annually used. Our stock of this is unexcelled. Handsome bright scarlet color with white tip. Its fine appearance attracts customers, and its quality always pleases. Ready for table in 20 days. Pkt., 5c; oz., 10c; ¼ lb., 25c; lb., 75c, prepaid.—Not prepaid, 5 lbs., \$3.25.

Cincinnati Market

The Finest Long Red Radish

This superior forcing Radish was bred up by the Glass Gardeners near Cincinnati and no finer Radishes go into any market.

The tops are so small that the Radishes may stand touching one another in the rows. Grows perfectly straight and smooth, 6 to 7 inches in length. Skin scarlet colored, very thin, the flesh crisp, brittle and of a delightful flavor. Ready for market in 35 days. Pkt., 5c; oz., 10c; ¼ lb., 25c; lb., 75c, prepaid.—Not prepaid, 5 lbs., \$3.00.

White Strassburg

Excellent Summer Radish, popular with gardeners. Larger and thicker than the

Icicle, with thick shoulder. Crisp, tender and delicious. 5 inches long. 1½ to 2 inches diameter. Ready for table in 38 days. Pkt., 5c; oz., 10c; ¼ lb., 25c; lb., 80c, prepaid.

Icicle

A Fine Early, Long White Radish

Long, slender, pure white roots, and they remain mild and crisp until they grow large; they mature early, and have short tops, which permits close planting and forcing. Regarded by many of

our customers as the finest Radish they have ever grown. Plant every ten days for succession.

Try Icicle this year—you will always plant it. Ready for the table in 30 days. In big demand on the Detroit market. Pkt., 5c; oz., 10c; ¼ lb., 25c; lb., 80c, prepaid.—Not prepaid, 5 lbs., \$3.25.

Long Scarlet

The old standard early long variety for market and home garden. The roots are long, growing partly above the ground, straight, smooth, rich scarlet color; very crisp and quick grower. Pkt., 5c; oz., 10c; ¼ lb., 25c; lb., 75c, prepaid.—Not prepaid, 5 lbs., \$3.00.

White Tip Scarlet Turnip

¼ lb., 25c; lb., 75c, prepaid.—Not prepaid, 5 lbs., \$3.00.

Winter Radishes

Sow the seed the latter part of June, up to August 1st. Culture same as for other Radishes. Thin out to stand 4 to 6 inches apart in the rows. Can be kept over Winter by placing in box of sand, stored in a cool cellar.

The Merits of Winter Radishes are little appreciated, probably because they are seldom grown and few people have knowledge of their worth. These grow to large size and keep crisp and solid for Winter and Spring use. They make nice salads during the Winter months.

CHINA ROSE.—More used than any other Winter Radish. Grows larger than the Spanish varieties. Very handsome, of medium size, rose color. Flesh white and mild for a Winter Radish. By packing these in sand, crisp, fresh radishes may be had all Winter. Very fine cooked. Pkt., 5c; oz., 10c; ¼ lb., 30c; lb., 90c, prepaid.

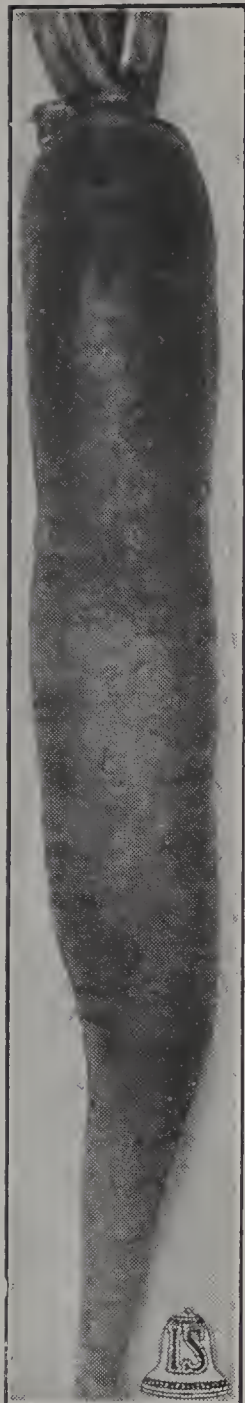
CELESTIAL or MAMMOTH WHITE CHINA.—The finest of all large Winter radishes. Very large; paper-white skin; flesh solid, crisp and sweet as a turnip. May be used in all stages of growth. Pkt., 5c; oz., 10c; ¼ lb., 30c; lb., 90c, prepaid.

LONG BLACK SPANISH.—Keeps longest and best of all Winter radishes. Skin coal-black; flesh white, crisp and quite pungent. Pkt., 5c; oz., 10c; ¼ lb., 30c; lb., 90c, prepaid.

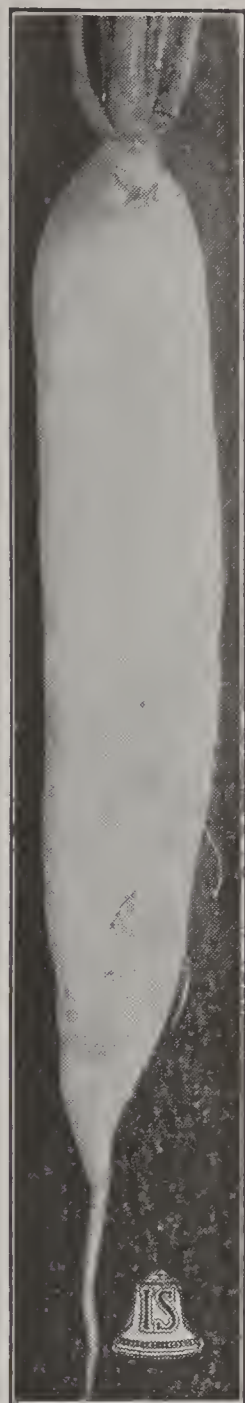
SAKURAJIMA.—The Largest Radish in the World. This is an introduction from Japan. The root grows to enormous dimensions, sometimes over three feet around and two feet long, yet the white flesh is always crisp and tender, can be eaten like other radishes or cooked like turnips. Of delicate taste, not strong. In Japan these radishes take the place of potatoes. Seed should be sown in May. Pkt., 10c; oz., 20c; ¼ lb., 60c; lb., \$2.00, prepaid.

"NOTHING TO WORRY ABOUT"

"I used nothing but your seed and always had splendid success. I now have a splendid plot of ground. And with your seeds, I won't have anything to worry about."—WM. WIETHOFF, Cincinnati.



Cincinnati Market



Icicle—Long White



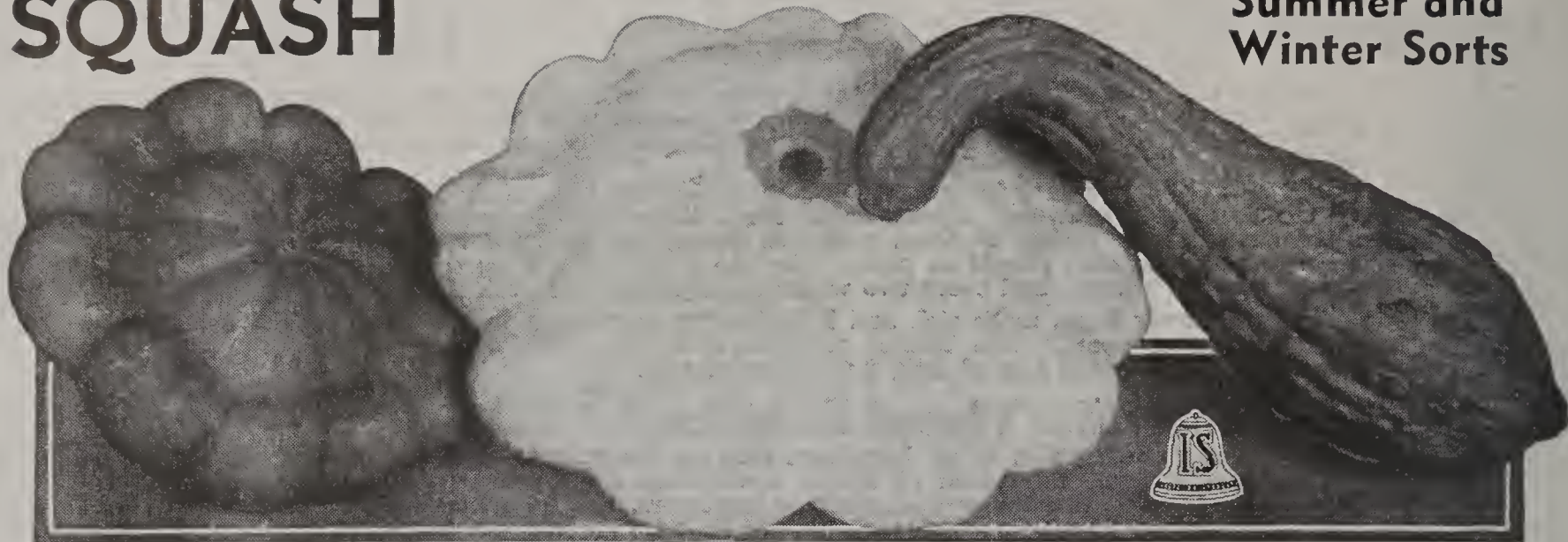
China Rose



Celestial

SQUASH

Summer and
Winter Sorts



Yellow Bush

Mammoth White Bush

Summer Crookneck

There are two kinds of squash, with differences in habit of growth. The "summer" or bush sorts require about the same space as cucumbers. The "winter" or trailing squash needs as much room as pumpkins. The culture is practically the same as for pumpkins and melons. The "summer" varieties are used only when young and are not good eating when the shell hardens. The "winter" squashes are allowed to mature, are edible for months, can be stored, and used in a variety of ways. They furnish a balanced ration for live stock.

Winter Squash are grown in Southern Michigan on a large scale for feeding stock. Some stock farmers and dairy-men put in from 10 to 20 acres every year and consider this crop one of the most profitable on the farm. Raisers of hogs also say that nothing will equal Squash for conditioning hogs for market.

One ounce of the bush varieties to 40 hills, or of the larger-seeded kinds, 15 hills; 2 to 3 lbs. of the bush and 3 or 4 lbs. of the large-seeded for an acre.

New Golden Delicious

This remarkable new sort we believe will become very popular with market gardeners and home gardeners, while for canning it is of highest quality. The skin is a bright reddish-orange and the flesh is rich golden orange. The flesh is 2 to 3 inches thick and there is no green zone near the rind. It cooks extra dry, fine grained and sweet. Many who have grown it say "it is better than sweet potato." The skin is thin without a hard shell but it is a fine keeper for winter use. Besides all its other fine qualities it is the finest squash for pies. Pkt., 10c; oz., 20c; 1/4 lb., 45c; lb., \$1.20, prepaid.



Delicious
Winter

Delicious Winter

THE SWEETEST OF ALL SQUASHES

Isbell's Delicious Squash is particularly excellent in table quality and is by some preferred even to the Hubbard. Is an early winter variety of medium size, top-shaped in form and dark green; shell moderately hard but very thin; flesh thick; fine grained and bright yellow in color. The fruits are somewhat smaller than Hubbard, weighing from 6 to 10 pounds each. Makes an ideal home garden Squash, as it combines all desirable qualities. Even when immature this Squash is in condition for use. Ready for table use in 95 days. Pkt., 5c; oz., 15c; 1/4 lb., 40c; lb., \$1.20, prepaid.

Mammoth Yellow Bush

Golden Custard.—This is a rich golden yellow scalloped bush summer squash, grows large, is not excelled in quality and is very productive. Used for cooking when green and the ripe fruits will make good pies. In shape and size similar to the White Bush. Pkt., 5c; oz., 10c; 1/4 lb., 30c; lb., \$1.00, prepaid.

Mammoth White Bush

Favorite summer squash. An improved variety of the well-known White Bush Scalloped or Patty Pan Squash, producing fruits 12 to 15 inches across, of uniform shape, flattened and scalloped, of beautiful white color. Very early and prolific. Ready for use in 50 days. Pkt., 5c; oz., 10c; 1/4 lb., 30c; lb., \$1.00, prepaid.

Delicata or Sweet Potato Squash

Rich orange-yellow, very sweet meat. Of medium size, striped yellow and green. The earliest of any vine squash and the most prolific. Pkt., 10c; oz., 20c; 1/4 lb., 60c; lb., \$2.00, prepaid.

Giant Summer Crookneck

FAVORITE MARKET SORT

A great improvement of the popular Yellow Crookneck. Bigger, more uniform, with heavily warted shell and deep golden-yellow flesh. Surpasses other Summer Squash and approaches winter varieties in flavor. A favorite with market gardeners because of its beautiful appearance and ready sale. Ready for table in 55 days. Pkt., 5c; oz., 10c; 1/4 lb., 30c; lb., \$1.00, prepaid.

Mammoth Chili

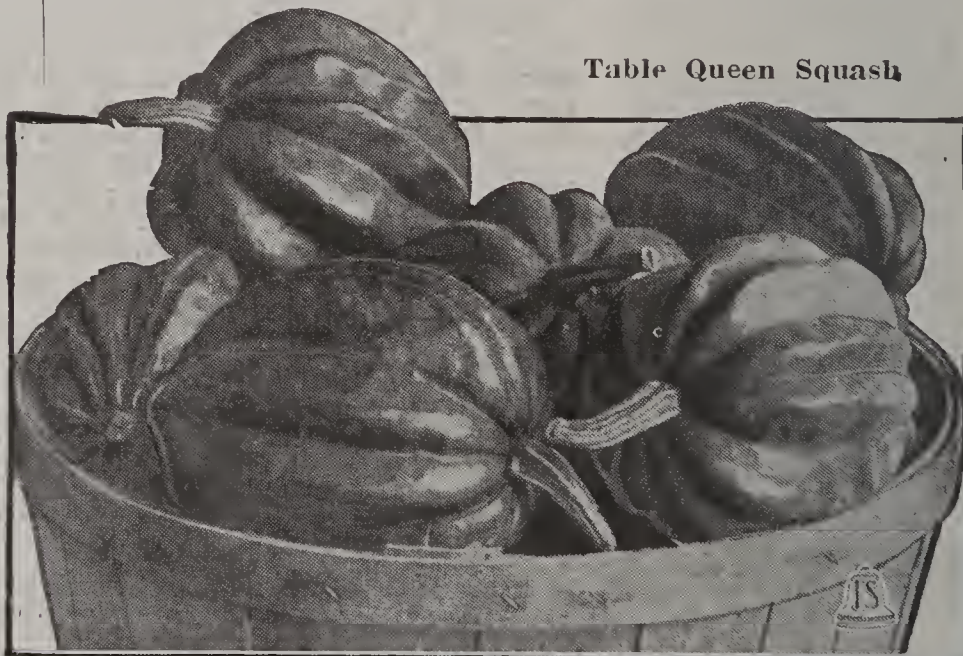
The outer skin of this great Squash is a rich orange-yellow. The flesh is yellow and very thick, and the quality is good. It is of the highest value as a stock food. Has reached the great weight of 292 pounds. A large size Squash to grow for exhibition purposes. Pkt., 10c; oz., 20c; 1/4 lb., 50c; lb., \$1.50, prepaid.

Table Queen

Also Called Acorn or Des Moines Squash

Surely a Squash fit for a Queen's taste. Cut in half and baked for 20 minutes it will give you a delicious meal; if you like pie, try one made from Table Queen. You will be pleased not only with the quality of this Squash, but you get so many from each seed planted, the vines being so vigorous and productive. The fruits are a nice size to handle, 6 to 7 inches long and 4 to 5 inches in diameter. The meat is exceptionally dry and mealy and of extra fine flavor. The shell is thin but hard and smooth, so that they keep as well as the Hubbard, although they ripen 2 to 3 weeks earlier. The color is dark green, almost black with sometimes a blotch of red at pointed end. Pkt., 5c; oz., 15c; 1/4 lb., 40c; lb., \$1.20.

Table Queen Squash



For Summer

SQUASH

For Winter

Buttercup

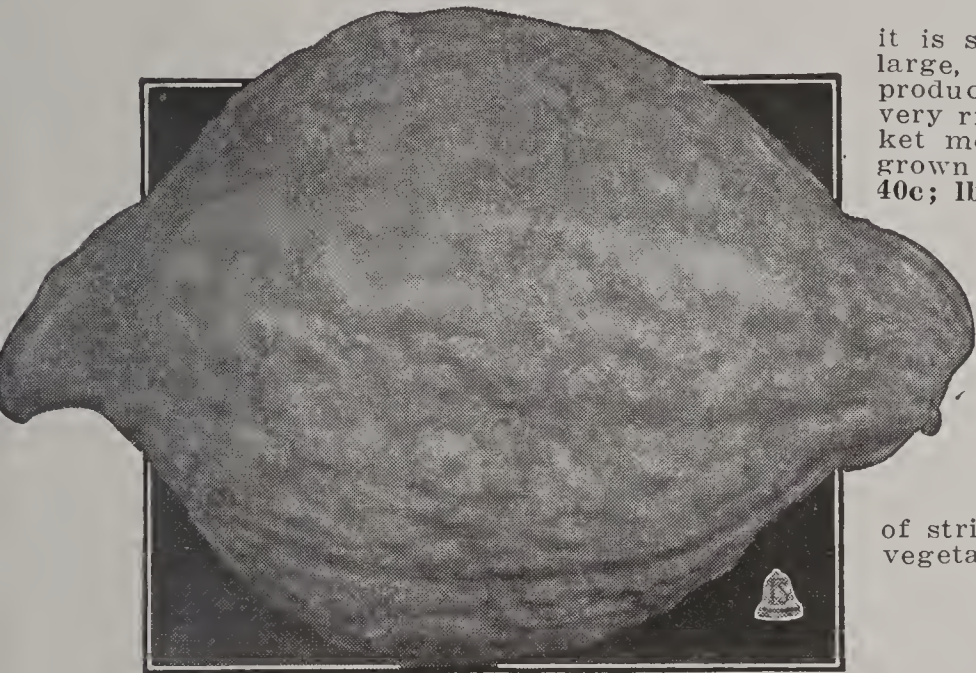
IS VERY SWEET—COOKS DRY AND MEALY

(See color illustration on page 5). A new type of Winter Squash of splendid quality. The outside color is dark green like Hubbard and the flesh is a rich orange, untinged with green. The shape is nearly that of the small sugar pumpkin except the top and bottom surface is flattened instead of rounded. The texture of the flesh is smooth and the flavor is mild like a sweet potato. Pkt., 10c; oz., 20c; ¼ lb., 65c; lb., \$2.25, prepaid.

Isbell's Improved Hubbard

THE ACKNOWLEDGED STANDARD FOR QUALITY

Isbell's Improved Hubbard Squash represents the most perfect type of this justly famous variety, and in addition our strain is so early that we grow our seed in Michigan. This is an extremely valuable characteristic because this otherwise universally popular sort sometimes fails to ripen, even as far South as Central Ohio, unless it is planted very early. The fruits large, moderately warted; shell dark bronze-green. The flesh is always of a rich golden-yellow color, very fine grained, solid and sweet. The shell is very hard and protects the flesh from bruising, etc., so that no sort can surpass the Hubbard as a winter keeper. In addition to its earliness our strain is particularly selected for its rich color of flesh. Ready for table use in 95 to 100 days. Pkt., 5c; oz., 15c; ¼ lb., 40c; lb., \$1.20, prepaid.

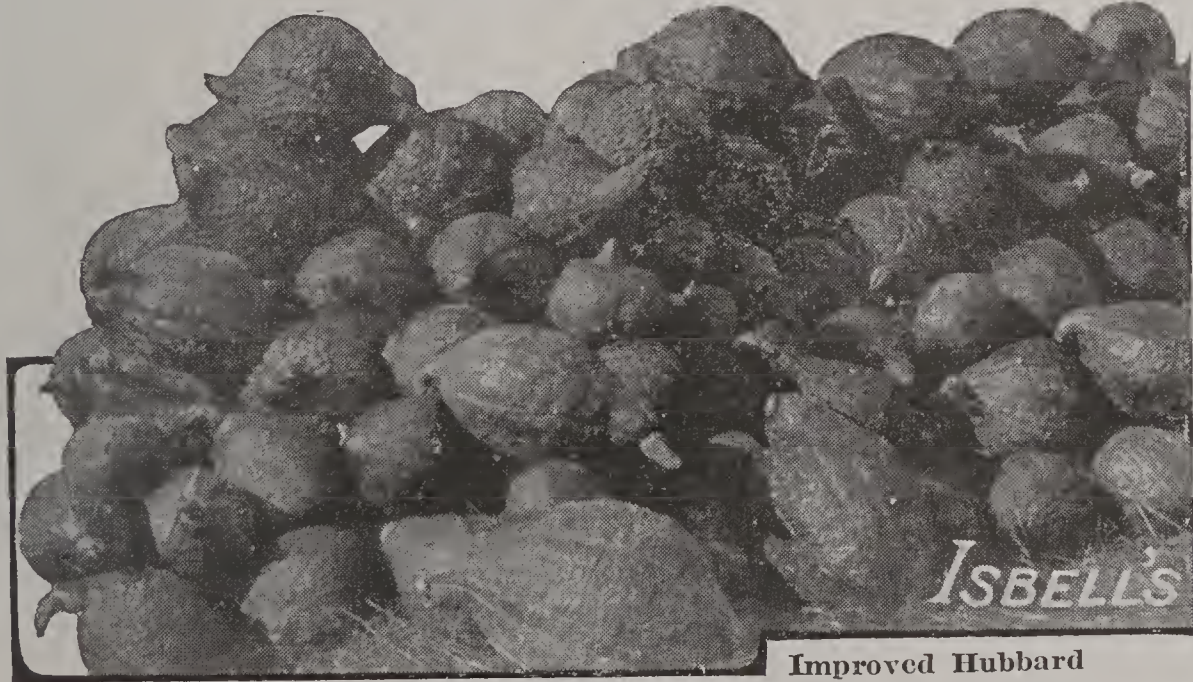


Syme's Blue Hubbard

Syme's Blue Hubbard

A new distinct type of Hubbard and a very fine quality Squash. Fruit resembles the Warty Hubbard in size and shape, but the color is a clear green-blue and very distinct. Not to be confused with Marblehead Squash, which is earlier and of much lighter color. Extra thick meat, fine grained, dry and of excellent flavor. Keeps as well as the other Hubbards. In big demand in the eastern markets. Pkt., 10c; oz., 20c; ¼ lb., 50c; lb., \$1.50, prepaid.

MARKET GARDENERS please write for special wholesale price list.



Improved Hubbard

Chicago
Warted
Hubbard



Chicago Warted Hubbard

Excellent Winter Sort

A new type of Hubbard produced by careful selection of the large, dark green, warted specimens always seen in good stocks of it. It has been bred to this type until it is so fixed that nearly all have very hard, warty shells, are large, and of very best quality. The vines are healthy and strong, producing quite freely the handsome dark green fruits. Flesh very rich, golden yellow, fine grained and dry. Popular with market men and growers catering to a fancy trade. Our Michigan grown seed will mature early crops. Pkt., 5c; oz., 15c; ¼ lb., 40c; lb., \$1.20, prepaid.

Squash—Golden Macaroni or Spaghetti

Entirely Different Sort From the Orient

(See illustration on page 9). Each vine produces six to ten fruits which are oval in shape and 8 to 10 inches long. When ripe they are a bright orange-buff color. They keep remarkably well in storage and can easily be kept all winter in a moderately warm dry room. The meat separates from the rind and comes out in the form of strings like spaghetti. Here is a truly valuable addition to our vegetable list. Pkt., 10c; oz., 30c; ¼ lb., 75c, prepaid.

Isbell's Plymouth Rock

IMPROVED BANANA

One of the best general purpose Squashes because it can be used as either a summer or winter Squash. The color of the shell is a bright gray, the shell is not as hard as that of the Hubbards, but they are nevertheless an excellent winter keeper and will keep without difficulty until March. Isbell's Plymouth Rock grows from 18 to 30 inches long and from 7 to 12 inches in diameter. The flesh is a deep golden color, entirely free from lumps and stringless, and very fine grained. They cook quickly and the flavor is the finest imaginable in a Squash. Pkt., 10c; oz., 15c; ¼ lb., 45c; lb., \$1.40, prepaid.

Isbell's Golden Hubbard

A Fine Squash for the Home Garden

The best Winter Squash for the private or home garden and desirable for market; the fruits are of the same shape as Green Hubbard, and warted, but average smaller in size. They are earlier in season but keep in fine condition through the winter. The skin is bright, deep orange-yellow, very attractive in appearance. Flesh is deep golden yellow, fine grained, cooks very dry and has rich flavor. Yields extra heavy. Ready for the table in 90 to 95 days. Pkt., 5c; oz., 15c; ¼ lb., 40c; lb., \$1.20, prepaid.

Cocozelle Bush

Also called Italian Vegetable Marrow. A summer squash of compact bush form. The fruits are oblong, 12 inches or more in length and 4 to 5 inches in diameter. Skin dark green with stripes of a still darker shade, and marbled with yellow. Should be eaten when half grown at which time the flesh is very tender and may be cooked like any other Squash or fried like eggplant. Very early, ready for use in 60 days. It is a heavy yielder. Pkt., 5c; oz., 15c; ¼ lb., 40c; lb., \$1.25, prepaid.

ISBELL'S Michigan Grown TOMATOES

Michigan
Red Wonder



Isbell's Michigan Red Wonder

A Very Productive Early Tomato

Produces large, smooth, solid Tomatoes of rich deep red color in great abundance. The fruits begin to ripen soon after Earlibell and are nearly perfectly round, always smooth, and do not crack badly. It is a splendid early table variety and is unexcelled for canning. A profitable early market sort because of its handsome appearance and the big crops it produces. Pkt., 10c; oz., 45c; ¼ lb., \$1.35; lb., \$4.50.

New Penn State, Self Pruning

A Tremendous Yielder

Early, with a distinctive habit of growth. The branches end in clusters of fruit after developing six to ten joints. Makes a compact bush, having the fruits exposed to the sun without pruning. Medium size fruits, dark red, globe-shaped. Very heavy yielder. One of the 1936 winners of Special Mention in All America Selections. Pkt., 10c; ½ oz., 40c; oz., 75c; ¼ lb., \$2.50, prepaid.

CULTURE.—Sow the seed in March and April in the hotbed, or in pots in a sunny exposure in the house. If it is desired to make very stocky plants they may be transplanted when about two or three inches high. When six or eight inches high, if the ground has become warm, transplant to the open ground, on a rainy or cloudy day, if possible; if not, the young plants should be liberally watered and shaded from the hot sun. Set the plants four to five feet apart each way.

Isbell's Earlibell

**First on the Market—Brings Highest Prices
Ideal for Home and Market**

For over twenty-five years it has held its place as a leading first early variety. Continued improvement of our stock has enabled this splendid Tomato to hold its own against newer varieties and maintain its popularity. The bright glossy scarlet fruits are of large size, nearly round, very thick meated and color up evenly. See color illustration and further description on page 4. Pkt., 10c; ½ oz., 25c; oz., 40c; ¼ lb., \$1.25; lb., \$4.00, prepaid.

New Break o' Day

Break o' Day will fill a long-felt want for an early Tomato with the good qualities of the popular and heavier yielding later sorts. From present indications it will be a most popular early Tomato with market gardeners, large truckers and shippers. The fruit is the same color, shape, size and solidity as Marglobe but ripens 10 to 15 days earlier. Break o' Day is a wonderful yielder and the vine is of spreading growth with good foliage to protect the fruit. Pkt., 10c; oz., 50c; ¼ lb., \$1.25; lb., \$4.50, prepaid.

Isbell's New Phenomenal

Unexcelled for Quality and Yield

For full description see color page 4. Illustration is on the front cover. Pkt., 15c; ½ oz., 35c; oz., 60c; ¼ lb., \$2.00, prepaid.

Early Marketeer

First Introduced in the Northern Part of Michigan

It is one of the earliest, handsomest, and heaviest bearing Tomatoes in cultivation. The fruits are of medium size and a good marketable size is retained throughout the entire season. It is always smooth, of bright scarlet color; firm flesh, few seeds, and ripens evenly. Excellent in quality, being mild, pleasant, and of delicious flavor. An excellent sort for market and shipping. Pkt., 10c; ½ oz., 30c; oz., 50c; ¼ lb., \$1.50; lb., \$5.00, prepaid.

Other Standard Varieties

	All prepaid.		
	Pkt.	Oz.	¼ lb.
EARLIANA.—Extra early red. Ripens in 95 days.....	\$0.05	\$0.30	\$0.90
BEAUTY.—Second early, large, deep pink.....	.05	.30	.90
STONE.—Old reliable popular large red main crop variety.....	.05	.20	.65
BONNY BEST.—Large, second-early, red. Select Michigan grown.....	.05	.25	.80
GOLDEN QUEEN.—Best yellow sort. Quite early. Good bearer.....	.10	.40	1.35
JOHN BAER.—Early market sort. Very heavy yielder.....	.10	.30	.90
CHALK'S EARLY JEWEL.—Popular second-early Pkt. Oz. ¼ lb.			
bright red.....	\$0.05	\$0.25	\$0.80
IMPROVED DWARF CHAMPION.—(Tree Toma- to). Ideal for small garden.....	.10	.35	1.00

Scarlet Topper

Extra Heavy Yielder—Superior Quality

Also called Pritchard. It is a medium early sort, producing splendid highly colored globe-shaped fruits which resemble Marglobe and are of the same high quality but about a week earlier. They are extremely solid and have few seeds. The vines are sturdy, compact and disease resistant, with heavy foliage which protects the fruit. Market gardeners find this variety sells readily and is a very profitable one to raise. Pkt., 10c; ½ oz., 25c; oz., 45c; ¼ lb., \$1.35; lb., \$4.75, prepaid.

Isbell's Juicy Fruit

The "Tomato Juice" Variety

This sort produces tomatoes that are simply "full of juice." Medium in maturing, large in size and brilliant red color. Especially suited for making tomato juice either commercially or for home use. Pkt., 10c; oz., 35c; ¼ lb., \$1.00.

Isbell's Alpha Pink

THE EARLIEST PINK TOMATO

The gardener who has a demand for pink Tomatoes, will find Alpha Pink just what he has been looking for. In addition to its extreme earliness, it is superior in table quality, in handsome shape and attractiveness. The plants are of such vigorous growth that fine fruits are produced, both extra early and until frost. The Tomatoes are of grand flavor. Ready for market in 90 days. Pkt., 10c; ½ oz., 25c; oz., 40c; ¼ lb., \$1.35; lb., \$4.75, prepaid.

Livingston's Globe

The Globe Tomato is an extra good all-around sort. Fruits are fairly large, of globe shape, always smooth; of firm flesh and has few seeds; ripens evenly; the color is purplish pink. An exceedingly productive variety of high quality. Pkt., 10c; oz., 35c; ¼ lb., \$1.00; lb., \$3.75.



Early
Marketeer

TOMATOES - Continued

Scarlet Dawn

It Is Wilt and Rust Resistant

One of the Gold Medal All-America Selections 1935

You will certainly like this Tomato.—A cross of the Marglobe with Scarlet Topper. Deep red color of Marglobe, globe-shaped, earlier and rounder than Scarlet Topper. Few days earlier than Break O'Day.

Smooth fruits, free from any flatness. Heavy bearer, solid fruits, with thick wall structure. It will get the high early market prices. Highly recommended for early home gardens, for early canning and a good shipper. Pkt., 10c; ½ oz., 40c; oz., 75c; ¼ lb., \$2.50, prepaid.

Marglobe—Wilt Resistant

For Main Crop—Shipping and Canning

Its fine appearance, great productiveness, deep globe shape, fine scarlet color and superb table qualities are giving it first place wherever it is known. The Tomatoes are heavy, meaty and almost coreless. Marglobe is a medium early sort; the plants are of robust and erect growth, its foliage shading the fruit and preventing sunscald. Marglobe is resistant to "nail-head rust." Ripens 10 to 12 days later than Earliana. Pkt., 10c; oz., 30c; ¼ lb., 90c; lb., \$3.00, prepaid.

New Oxheart

Heart Shaped Fruits of Immense Size

Aptly named because of the distinctive heart-shaped fruits, which attain unusual size and are of the finest quality. Very solid tomatoes with decidedly few seeds; of mild flavor, less acid than other sorts. Complete description on page 4. Pkt., 20c; ½ oz., 45c; oz., 75c; ¼ lb., \$2.75, prepaid.

New Yellow Oxheart

Resembles Oxheart very closely in size, shape and habit of growth but the color is bright yellow. Makes a handsome contrast when sliced with Oxheart. The flavor is very mild and pleasing. Supply of seed is limited. Pkt., 15c; ½ oz., 75c, prepaid.



Isbell's Improved Ponderosa

Isbell's Improved Ponderosa

A Great Favorite for Home Garden

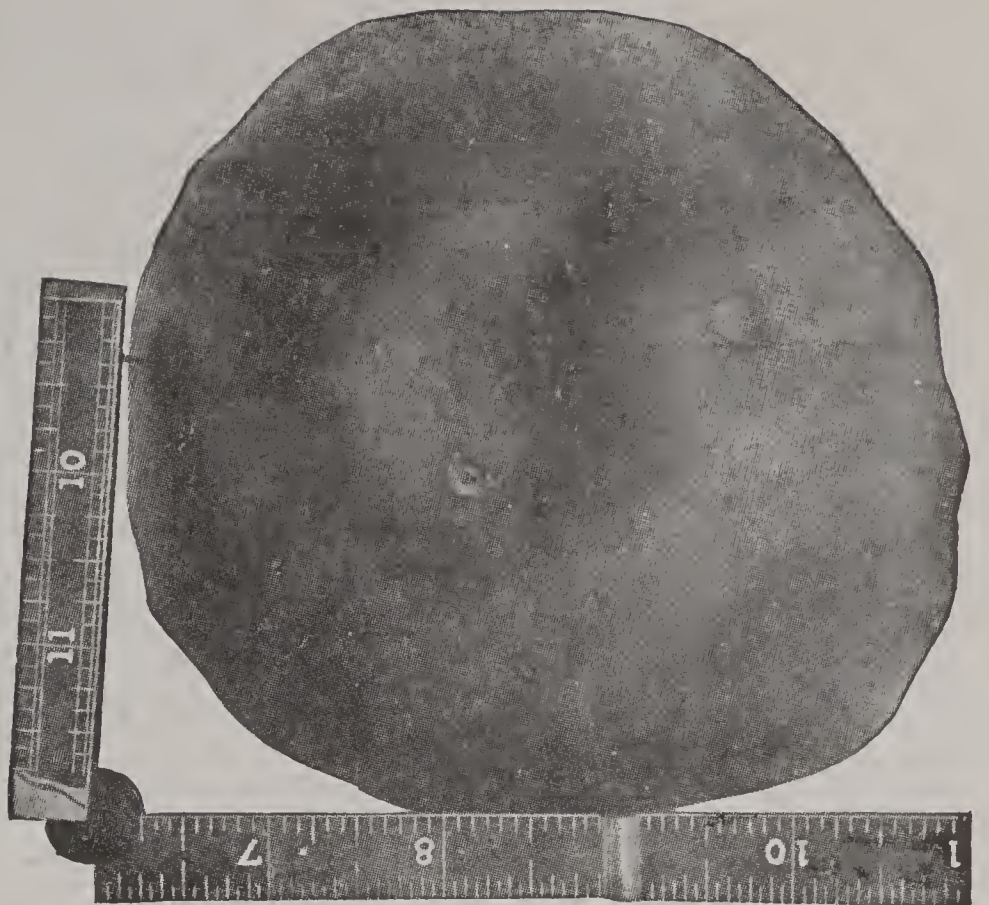
This fine variety as grown by us is quite smooth, of immense size, very meaty, solid and luscious. For family gardens it is deserving of universal use and many market gardeners plant Ponderosa every year for their special trade. The extra large, deep purple fruits are very fleshy with small seed cells; of extra sweet flavor. Ready for the table in 120 days. Pkt., 10c; ½ oz., 30c; oz., 50c; ¼ lb., \$1.50; lb., \$5.25, prepaid.

Enormous

Crimson Cushion or Beefsteak

The fruit grows very large and very smooth, with solid meat and few seeds. It is oval in shape, rather than round, like "Stone." It is very solid and keeps well on the vines after ripening; has rather few seeds and ripens all over and through at one time. The color is a clear deep red. Ripens in 125 days. Pkt., 10c; ½ oz., 25c; oz., 40c; ¼ lb., \$1.35, prepaid.

Use HOTKAPS to make tomatoes earlier. See page 84.



Isbell's Colossal—Combines Quality With Size

Isbell's Colossal

THE LARGEST OF ALL TOMATOES

The Colossal was correctly named, as it is unquestionably the largest Tomato in existence. In quality it is likewise supreme. The very thick, meaty flesh, few seeds, and mild flavor combine to give the Colossal a quality on a par with its immense size. The mild flavor appeals to many people who cannot eat sharper flavored sorts containing more acid. It is a very big yielding variety. The Tomatoes are of a deep purplish red color. We know you will be delighted with it as thousands who have grown it have been. It is especially suitable for the home garden. Pkt., 15c; ½ oz., 40c; oz., 75c; ¼ lb., \$2.75, prepaid.

Isbell's Golden Colossal

The best way to describe the Golden Colossal is to say that it is just like our famous Colossal except in color, which is a beautiful golden yellow. Try a packet of these together with the red. Slices of the two on the table make a very attractive dish. Pkt., 15c; ½ oz., 40c; oz., 75c, prepaid.

Isbell's 1937 Best Main Crop

Our Contribution to More and Better Tomatoes

The handsome, large, brilliant red fruits of this new variety come pretty close to perfection in tomatoes. They are nearly round, slightly flattened, with thick, solid, meaty flesh and comparatively few seeds. They are medium early and continue to bear throughout the entire season. The plants are vigorous and produce an enormous quantity of large smooth fruits with practically no culls. If you grow tomatoes, either for your own use or for market here is a variety that will reward your efforts. Pkt., 15c; ½ oz., 30c; oz., 55c; ¼ lb., \$1.95.

White Beauty

We have at last been able to propagate a white Tomato of good quality. The New White Beauty contains very little acid and so will make Tomatoes agreeable to thousands of people who have heretofore avoided them. White Beauty is ivory-white in color, and the flesh is almost paper-white. It grows about as large as Stone. Pkt., 15c; 3 pkts., 40c.

Small Fruited Tomatoes

Largely used for making fancy pickles, preserves, canning, etc. These varieties are easily grown and yield wonderfully well. Do not fail to plant one or more kinds this year, you will never do without them.

RED PEAR—YELLOW PEAR—RED PEACH—
RED PLUM—YELLOW PLUM—GOLDEN
HUSK OR GROUND CHERRY

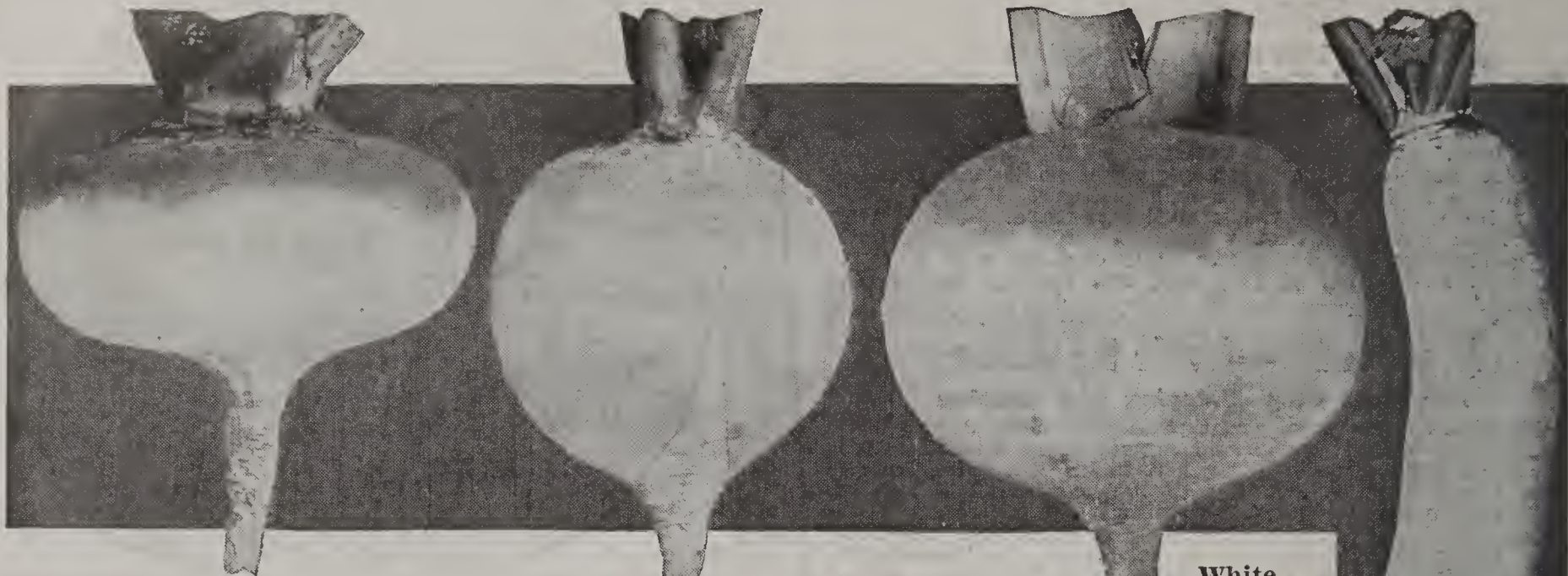
Price of any of the six varieties: Pkt., 10c; ½ oz., 30c; oz., 50c, prepaid.

SPECIAL: One packet of each of these six Tomatoes for 50c, postpaid.

SMALL-FRUITED SORTS MIXED.—Just the thing for the home garden. Pkt., 5c; ½ oz., 30c; oz., 50c.

TABLE TURNIPS

And Some
For Live Stock



Purple Top Strap Leaf

Snowball

Purple Top

White Globe

CULTURE.—Turnips do best in a highly enriched sandy or light, loamy soil. Commence sowing the earliest varieties in April, in drills from 12 to 15 inches apart, and thin out to 6 or 8 inches in the row. For late or main crop, sow in July and August. One ounce will sow 125 feet of drill. Two pounds per acre in drills, three pounds broadcast.

For feeding stock in fall and winter there is nothing superior to Turnips and Rutabagas, as they are much liked by all kinds of stock and serve to keep them in good condition.

Purple Top White Globe

One of the handsomest and most salable Turnips. Desirable for either home or market. Large, rapid-growing sort, with globular-shaped roots, under portion being white and top bright purple. Flesh pure white, fine grained and of fine flavor. Sure cropper and splendid keeper. Grown extensively here in Michigan as well as in most other sections; a heavy yielder. Ready to use in 65 days. Pkt., 5c; oz., 10c; ¼ lb., 20c; lb., 60c, prepaid.—Not prepaid, 5 lbs., \$2.50.

Purple Top Strap-Leaved

More generally planted than any other variety. It is a quick grower, flesh is very fine grained and sweet flavored. In shape the roots are broad and flat, of medium size. Planted largely for table use and stock feeding; it is a very good keeper. May be sown either broadcast or in drills, and will form good sized bulbs in seven to eight weeks. Pkt., 5c; oz., 10c; ¼ lb., 20c; lb., 60c, prepaid.—Not prepaid, 5 lbs., \$2.50.

White Egg

Popular early Turnip, adapted for either spring or fall sowing. The solid roots are egg-shaped, perfectly smooth and pure white. The sweet, firm flesh is always mild, rich and fine flavored. Pkt., 5c; oz., 10c; ¼ lb., 20c; lb., 60c, prepaid.—Not prepaid, 5 lbs., \$2.50.

Extra Early Purple Top Milan

This splendid Turnip is the earliest in cultivation. Very flat, of medium size, quite smooth, with bright purple top. Of uniform growth, and in quality the best. Planted extensively for first market crop but is not so well suited for summer planting. Reaches marketable size in 50 days. Pkt., 5c; oz., 10c; ¼ lb., 30c; lb., 85c, prepaid.

Purple Top Yellow Aberdeen

A large, globe-shaped yellow turnip with purple top. Fine for use in the fall or early winter, but is planted very extensively for stock feeding. A heavy cropper. Matures in 75 to 80 days. Pkt., 5c; oz., 10c; ¼ lb., 20c; lb., 60c, prepaid.—Not prepaid, 5 lbs., \$2.50.

Cow Horn or Long White

This variety is a great field Turnip, and is Carrot-like in form, growing nearly half out of the ground. Fine quality; good keeper. The flesh is fine grained and well flavored. Desirable for stock feeding. Cow Horn is planted extensively for feed and for green manuring purposes, here in Michigan and other states. Pkt., 5c; oz., 10c; ¼ lb., 20c; lb., 60c, prepaid.—Not prepaid, 5 lbs., \$2.50.

Snowball or Early Six Weeks

Extra Early—Sweet—Pure White

A fine looking, pure white variety which matures quickly. The bulbs have a smooth white skin and are nearly round. Does not grow large but is one of the best to sow very early in the spring. Ready to use in 50 days. Pkt., 5c; oz., 10c; ¼ lb., 25c; lb., 65c, prepaid.

STOP VERMIN

Will prevent the ravages of maggots and root worms on your Turnip, Radish and Onion crops. It is easily applied and economical to use. See full description on page 86.



Golden Ball

Golden Ball or Orange Jelly

Fine Yellow Flesh Table Turnip

A yellow Turnip grown extensively for home consumption on account of its fine quality. The flesh is of very fine texture. Its beautiful color and fine flesh have earned for it the synonym of "Orange Jelly." Ready in 65 days. Pkt., 5c; oz., 10c; ¼ lb., 25c; lb., 70c, prepaid.

Japanese Foliage Turnip

For greens as well as for Turnips this variety is considered very fine. The plant resists extreme dry weather and lice. The leaves are large and very long, they grow upright, about two feet tall. In 20 to 25 days the first crop of greens is ready for use. Pkt., 5c; oz., 10c; ¼ lb., 20c; lb., 55c, prepaid.—Not prepaid, 5 lbs., \$2.00; 10 lbs., \$3.50.

Southern Seven Top

Grown extensively for greens for the table as well as for green feed for stock. Pkt., 5c; oz., 10c; ¼ lb., 20c; lb., 50c, prepaid.—Not prepaid, 5 lbs., \$1.90.



Yellow Aberdeen

TURNIPS AND RUTABAGAS

In the northern states turnips and rutabagas are grown on a large scale, they are considered one of the surest crops the farmer can grow as well as a profitable one, producing 600 to 1000 bushels of marketable roots per acre on suitable ground.

Amber Globe Turnip

A good cropper, and keeps in perfect condition until Spring. The turnips are globe-shaped, of good size, and run very uniform; skin light yellow, flesh yellow, firm and sweet. Highly esteemed for table use. Matures in 70 days. Pkt., 5c; oz., 10c; ¼ lb., 20c; lb., 65c, prepaid.—Not prepaid, 5 lbs., \$2.50.

Mixed Turnips

A mixture of all varieties of garden turnips, early and late sorts, both white and yellow fleshed. One sowing will supply Turnips all season. Pkt., 5c; oz., 10c; ¼ lb., 20c; lb., 60c, prepaid.

Rutabagas or Swedes

Rutabagas require a longer season for maturing than Turnips, hence should be sown earlier, about the middle of June.

AMERICAN PURPLE TOP.—An old standard variety. Large size roots of yellow color with purple top. Pkt., 5c; oz., 10c; ¼ lb., 20c; lb., 60c, prepaid.—Not prepaid, 5 lbs., \$2.50.

ISBELL'S IMPROVED PURPLE-TOP YELLOW.—The best variety of Swedish



Rutabaga—Isbell's Improved

Turnip in cultivation; hardy and productive; flesh yellow and well flavored; shape slightly oblong. A great cropper and splendid keeper. Pkt., 10c; oz., 15c; ¼ lb., 30c; lb., 90c, prepaid.—Not prepaid, 5 lbs., \$3.75.

MONARCH, or TANKARD.—Said to yield more than any other sort. Large tankard-shaped roots. Flesh rich yellow, very solid and fine grained. Pkt., 5c; oz., 10c; ¼ lb., 25c; lb., 70c, prepaid.—Not prepaid, 5 lbs., \$2.90.

CANADIAN YELLOW.—Heavy cropping sort. Planted extensively in northern Michigan and in Canada. Fine quality and great keeper. Pkt., 10c; oz., 15c; ¼ lb., 30c; lb., 90c, prepaid.—Not prepaid, 5 lbs., \$4.00.

FINEST RUTABAGAS IN CONNECTICUT

"Last year I put in 1 acre of your Canadian Yellow and raised over 625 bushels of the finest rutabagas ever grown in Connecticut."—HENRY F. ADAMS, Bridgeport, Conn.



Monarch Rutabaga

FOR SEASONING

For flavoring soups, meats, etc., a few pot and sweet herbs are necessary for every garden. Cultural directions on every packet. Varieties preceded by a (*) are perennials.

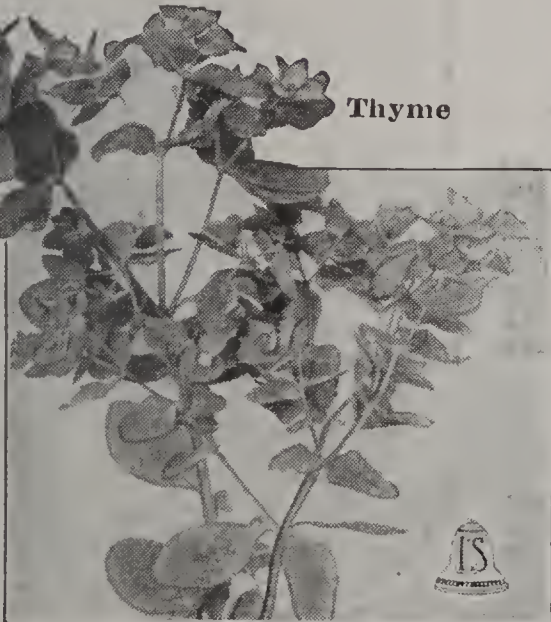
ANISE.—The seed is used for medicinal purposes as an aromatic and in baking. Leaves used for flavoring, garnishing and cordials. Pkt., 10c; oz., 25c; ¼ lb., 75c.

CARAWAY.—Seed is used for flavoring rye bread, etc., and in the making of cheese, also in flavoring sauces. Pkt., 5c; oz., 10c; ¼ lb., 30c.

CHIVES.—The leaves are used for seasoning soups, stews, salads, cottage cheese, etc. Pkt., 10c; ½ oz., 35c; oz., 60c.

CORIANDER.—The seed is used for flavoring in baking, and in making candy. Pkt., 10c; oz., 15c; ¼ lb., 45c.

DILL.—Leaves and seed heads are used in making Dill Pickles and for flavoring soups and sauces. Pkt., 5c; oz., 10c; ¼ lb., 25c; lb., 75c.



Thyme

***FENNEL, Sweet.**—The leaves boiled are used in fish sauces. Seeds are used for flavoring and for medicine. Pkt., 10c; oz., 20c; ¼ lb., 65c.

***LAVENDER.**—Chiefly grown for its flowers, which are used in the manufacture of perfumery. Pkt., 10c; oz., 50c.

MARJORAM, SWEET.—Leaves and ends of the shoots are used for flavoring, both green and dried. Pkt., 10c; oz., 25c; ¼ lb., 85c.

HERBS

FOR FLAVORING

***ROSEMARY.**—Leaves are used for seasoning. Pkt., 10c; ½ oz., 45c; oz., 75c.

SAFFRON.—Used in coloring certain dishes, also for flavoring. Pkt., 10c; oz., 30c; ¼ lb., 90c.

SAGE.—Leaves and tops are used for seasoning and stuffing, also for medicinal purposes. Pkt., 10c; oz., 25c; ¼ lb., 75c.

SORREL.—Is boiled and served like Spinach, also used in soups. Pkt., 10c; oz., 20c; ¼ lb., 50c; lb., \$1.65.

SUMMER SAVORY.—Leaves and young shoots are used for flavoring, especially for boiled string beans. Pkt., 10c; oz., 20c; ¼ lb., 60c.

THYME.—Used for seasoning; a tea is also made for nervous headache. Pkt., 10c; ½ oz., 25c; oz., 40c.

WORMWOOD.—For medicinal purposes. Beneficial to poultry; plant in your poultry yard. Pkt., 10c; oz., 25c; ¼ lb., 80c.



Sage

ISBELL'S FARM SEEDS

It does make a difference to you where farm seeds of most varieties were grown. We specialize on Northern grown seed because this has great hardiness and vitality. It will produce big, high-quality crops much farther south than where it originates. Planting seed in your latitude, which was grown farther south, is generally a risk.

Isbell's Farm Seeds have been known and grown for 59 years. They are grown in the right latitude, in the right soil, by expert, experienced seed growers. We ship you seed that will produce strong, prolific yields in the section **WHERE YOU LIVE.**

All our farm and grass seeds are properly tagged and conform with all the pure seed laws.

All of our seed is carefully tested both for purity and germination and is first class in every way. You run no risk of getting a lot of foul weeds or a poor stand on account of low germination when you plant Isbell's Bell Brand Seeds. However, there are so many other factors which enter into production that to guarantee a crop is an impossibility and, therefore, in common with all reputable seed houses, our seed is sold subject to the disclaimer of the American Seed Trade Association:

"We do not give any warranty, express or implied, as to description, quality, productiveness or any other matter of any seeds we sell and will not be responsible for the crop."

Isbell's Michigan Grown Seed Corn

Good seed corn is scarce and corn that matured under the adverse growing conditions of the past season must be pretty good stock.

Growers generally fail to realize that the cost of good seed corn averages only thirty to fifty cents per acre. This is the smallest item in producing a crop. With these facts in mind, everyone who expects to grow Corn at a profit will realize the importance of good dependable Seed Corn, such as we offer.

All of our Seed Corn is from specially selected ears and shows an extra good germination test this year. Most varieties test better than 95 per cent and all grow 90 per cent or over. All of our Seed Corn is shelled, cleaned and graded and is sold on the basis of 56 lbs. per bushel. All prices include bags.

POLAR YELLOW DENT

HARDY — RESISTS FROST — BIG YIELDER

Polar Yellow Dent was developed at the Michigan State Experiment Station by Michigan's premier Corn breeder, J. R. Duncan. It was the result of a series of tests to freeze out all forms of root rot and produce a Corn entirely free from root diseases.

Polar Yellow Dent is a vigorous growing variety. The stalks are large and leafy, making it a splendid variety for both fodder and ensilage, as well as grain. The ears are large and of a beautiful rich golden color. The kernels are deep and slightly rough. The average number of rows per ear is sixteen. The **Polar Yellow Dent** Corn we are handling now is a great improvement over this variety ten years ago.

Polar Yellow Dent is not an extra early sort, but, because of its resistance to frosts and cold weather, may be planted earlier than any other sort, which gives it ample time to mature a full crop. It is one of our heaviest yielding sorts.

Polar Yellow Dent should always be planted early enough so that it goes through at least one frost. This will keep it free from fusarium root rot and all other root diseases which affect so much of the Corn crop with disastrous results. This early planting has other advantages, also. The Corn is so far advanced when the corn borer first appears that it is not much affected by it. Early planting also insures a strong, healthy root growth so that the stalks stand up better than other varieties and are seldom blown down.

Isbell's First Choice Yellow Dent

An Early Maturing, Heavy Yielding Dent.

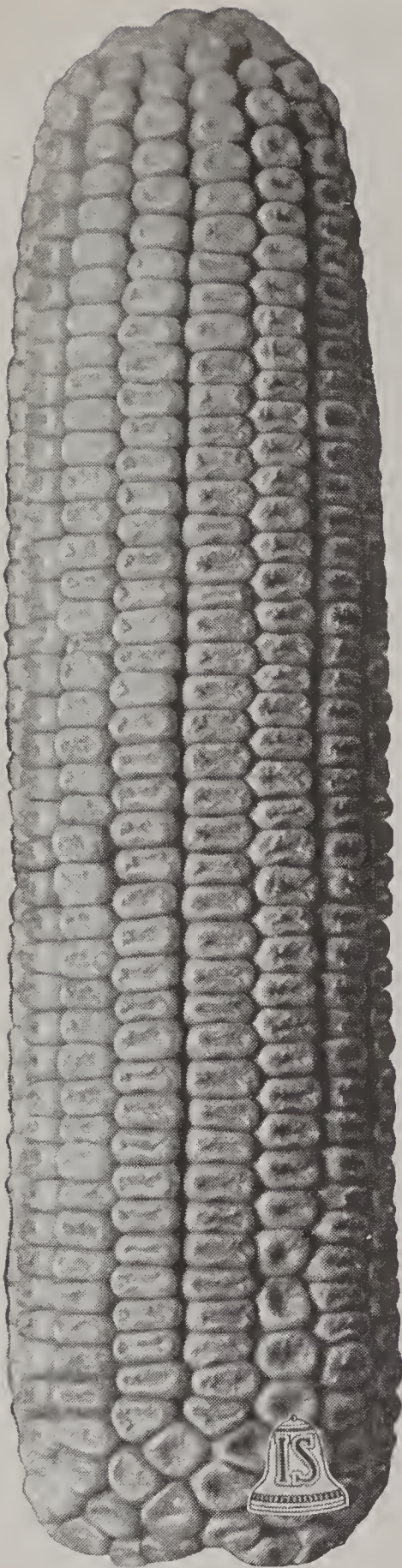
We have been growing and improving this strain of Corn for over twenty-five years so that the type is thoroughly fixed and it is very uniform. **First Choice Yellow Dent** is an extra early variety, maturing in 90 days. Ears are well formed, symmetrical and well filled at both butts and tips with golden yellow kernels having a good depth for such an early sort. Cobs are small and dark red. The stalks grow 7 to 8 feet tall and are very vigorous. Matures ordinarily as far north as Saginaw Bay in this state and often even farther north in a favorable season. We have received literally hundreds of letters from growers who have produced splendid crops from our seed and plant Isbell's **First Choice** year after year.

Golden Glow or Murdock

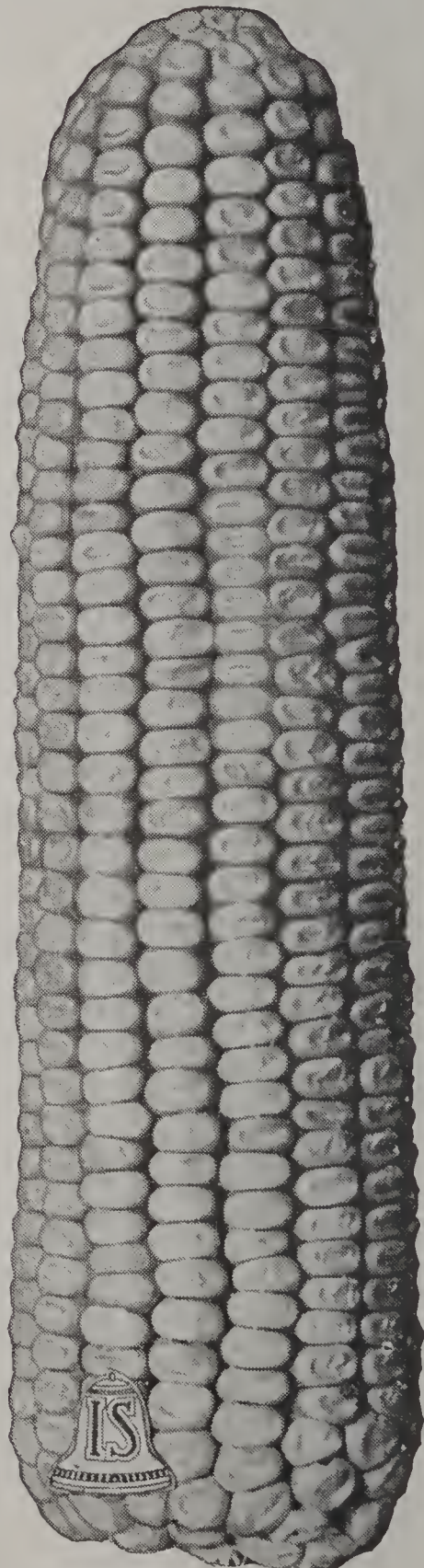
An Early Yellow Dent for the North

Golden Glow is a very early Dent of Wisconsin origin. It has proven to be a very useful sort for the North where the seasons are too short for the larger and later types. The stalks grow six to eight feet tall and bear ears of deep yellow from 7 to 8 inches long. The kernels are nearly square and the cobs are deep red. Ripens normally in 90 days.

Prices for Seed Corn are quoted on the separate Current Price List. Write for your copy.



Polar Dent Corn



Isbell's First Choice

Isbell's Northern Grown Seed Corn

Early White Cap Yellow Dent (RED COB TYPE)

A Selected Strain of the Old Standard Variety

Do not confuse this strain with the large, late, white cob type of White Cap which is only suitable to the southern counties of Michigan. Isbell's Early White Cap Yellow Dent matures in 90 to 100 days and the ears have small, red cobs. The kernels are creamy yellow with white caps. It is a good yielder on light soils and is also more resistant to drought than the yellow varieties. Makes a good leafy stalk 8 to 9 feet high and is a splendid early ensilage variety especially for the North.

Pickett's Yellow Dent

A Reliable 90-Day Yellow Dent

This variety is the result of many years of careful selection by Mr. Pickett of Kent County, Michigan, from whom it derives the name. The ears are long and somewhat slender, with a small, dark red cob. The kernels are slightly rough and rather deep for such an early variety. The seed we offer was grown from Certified seed which came direct from the originator.

Isbell's Earliest of Early Dents

Also Called Canadian Dent and Minnesota King

Earliest of Early Dents is an extremely early Corn that ripens normally in 85 to 90 days. It is an eight-rowed Corn, neither a true Dent nor a Flint, but a Hybrid Dent having very broad yellow kernels with white caps. The ears are slender with very small cobs. It is used a great deal by stockmen who feed Corn in the bundle without husking, and also for hogging down early.

Smut Nose Early Flint

Also Called Early Red Blazed

This is a very early and hardy type of Flint Corn and the best known of all the Flint varieties. It will stand more cold weather than almost any other sort. The ears are long and slender, having eight rows of kernels. Length of ears is 10 to 14 inches. Kernels are a bright tan color except at the tips which are deep red.

Early Yellow Flint

This yellow flint is of rich and glossy appearance. The ears are 10 to 12 inches long, with large broad kernels. It is a heavy producer of ears as well as fodder.

Early Sweet Fodder Corn

This is a mixture of early varieties of Sweet Corn which will make fodder very early. Ready at a time when pasture is short and needs supplementing. Stalks grow about 5½ feet tall with lots of ears.

Evergreen Sweet Fodder Corn

Evergreen Corn is well known nearly everywhere, but the seed is rather expensive for fodder. This seed is not quite good enough for the best grade of Sweet Corn seed but is splendid for fodder and priced accordingly. Produces stalks 6 to 7 feet tall, and large, very sweet ears.

Isbell's Sure Thing Purple Tip Dent

A Distinct Early Variety Especially Suited to Light Soils

Isbell's Sure Thing Purple Tip Dent derives its name from the purple coloring on the tips of the ears and from its earliness and sure earing habits. This variety is entirely free from barren stalks, many producing two good ears. Stalks are 6 to 8 feet high and stand up well. Ears are long, slender, and have very small cobs. The kernels are cream colored with white caps except at the tip end where they are bright reddish purple.

Ears average 9 inches long but are often much longer. This Corn will ear up better on poor, sandy soils than any other variety. Its earliness makes it a fine variety for hogging down and for early ensilage as well as fodder.

As a thoroughly dependable, early and sure maturing sort for light soils, Sure Thing Purple Tip Dent is unequaled.

Early,
Large
Ears,
Good
Yielder

Isbell's Sure
Thing Dent



White Cap Yellow Dent

ENSILAGE CORN

Giant Growing Sorts That Produce Extra Tonnage

LANCASTER SURECROP ENSILAGE.—For the northern states particularly this is an excellent sort. It produces tremendously large yields of grain and silage BEFORE FROST. Ears run to a foot in length, with light golden dent grain on red cob. Stalks 8 to 12 feet in height, and very leafy. Matures in 100 to 105 days.

EUREKA ENSILAGE.—A very large, leafy variety of white Corn which will produce more tonnage per acre than any other variety we list. Large ears having broad, white kernels.

IMPROVED LEAMING ENSILAGE.—Is a large, yellow Dent sort which matures in 110 to 120 days, making it very desirable for ensilage where nearly matured Corn is desired.

GIANT RED COB.—Is a large, late, pure white corn with red cobs. A wonderful variety for fodder and ensilage. Has produced 45 tons of ensilage per acre in Michigan.

IMPROVED RED COB.—Is a little better grade of seed than the preceding as it is seed from ears which have been tipped and butted and graded somewhat closer.



NORTHERN GROWN SEED OATS



New Giant Perfection—The King of Oats

Wolverine Oats

A Very Popular Variety in Michigan

Wolverine Oats are strong, vigorous growers, medium early, and heavy yielders. The head is full and loose with the seeds evenly distributed around the stem. The straw is of medium height and stiff enough so that they seldom lodge. The grain is large, white, rather blunt, and very plump. It is not unusual for a measured bushel to weigh 40 pounds and often more. This variety is grown more extensively in Michigan than any other variety because it has given such uniformly good yields.

One of our customers from Central Michigan wrote us a few years ago as follows: "I grew 1505 bushels of Wolverine Oats on 17 acres from the certified seed I got of you and they are of extra fine quality." This crop averaged almost 90 bushels per acre. It pays to buy good seed oats.

Isbell's Johnson Oats

Johnson Oats originated here in Michigan and we introduced them more than twenty years ago. They have never lost their popularity and a multitude of growers still continue to raise them year after year. There are abundant reasons for their favor with the growers.

Johnson Oats produce large branching heads and the straw is always of good length even on sandy soils and in dry seasons. It is not a side Oat but has a full spreading head. The kernels are long, plump and of exceptional whiteness. To sum it up briefly, it is a consistent yielder and under good growing conditions will yield as well as any other variety. Johnson Oats are absolutely dependable.

Marquis Spring Wheat

This variety is grown almost exclusively in the Spring Wheat District

Marquis Wheat was originated by the late Dr. Saunders on the Dominion Experiment Farms, Ottawa, Ont. After a careful selection for a number of years to fix the type, it was sent to the different Canadian Experiment Farms, where it quickly made a name for itself on account of its earliness and its enormous yields. It is a bald Wheat. Has given the very best results in Michigan.

Spring Rye

Spring Rye is highly valuable for a catch crop and for sowing with Vetches and Oats for a forage crop. For turning under it is considered a great soil restorer. As a grain crop it is profitable, as it yields well. Will make a good crop on soils too poor for wheat. We recommend Spring Rye as a profitable crop in New York, Pennsylvania, Michigan, Wisconsin, Ohio, Indiana, Illinois, and Minnesota.

For Prices of Oats and Other Field Seeds, See Current Price List.

Reliable, Heavy Yielding Sorts GIANT PERFECTION— The King of Oats

Isbell's Giant Perfection is a new and distinct variety of unusually robust and sturdy growth. This new Oat originated in Michigan and it produces the heaviest, thickest straw of any variety. The straw is so heavy and stiff that these Oats do not lodge even on the heaviest and richest soils. The grain is borne in dense, compact clusters. The kernels are unusually large and plump and have thin hulls and extra large meats. The grain is exceptionally heavy, a measured bushel will weigh 40 pounds or over.

Yields of 80 to 95 bushels per acre have been obtained under favorable conditions. In season it is medium early and ripens at the same time as Wolverine. It is a very leafy variety and the straw is well liked by all kinds of livestock. Giant Perfection is a great stooling variety so that only 1¼ to 1½ bushels of seed are needed per acre.

Isbell's Bumper Crop Oats

Here is a splendid, reliable sort that we have featured for several years and which has a host of friends. It is especially valuable for planting on heavy clay soils as it makes very stiff straw and does not lodge. It is a very hardy sort and resistant to blight and rust. It does well on any type of rich, well-drained land.

Yields of 100 bushels and over per acre have been produced many times in favorable years. Grain very heavy and a measured bushel usually weighs 40 to 45 lbs. Kernels large, white, and very plump.

New Markton Oats

A Smut-Resisting Sort for Light Soils

The most remarkable feature of this new variety is its immunity to smut, which makes treatment of the seed unnecessary. Another valuable characteristic is the way it yields on light soils. On the sandy loam soils which make up such a large part of Michigan it outyields all other sorts. The straw is of good length but is not stiff enough for use on extremely rich or heavy clay soils as it will lodge. It is an early variety, usually ready for cutting nearly a week before Wolverine. The heads are loose and spreading, resembling those of Wolverine.

This oat was developed in Oregon from a pure line selection made by the plant breeders of the U. S. Dept. of Agriculture. It has been given a thorough trial at the Michigan State Experiment Station and in many other parts of the state where it has thoroughly demonstrated its practical value on the lighter soils where lodging is not a problem. Markton Oats supply a real need for a reliable yielding variety with straw of good length suitable for light land.

Improved Swedish Select Oats

This Oat, as the name indicates, is of Swedish origin, a country where the production of good Oats is almost a religion. First offered to American growers in 1908 and still very popular. One of the principal advantages of this variety is the short, very stiff straw which practically never lodges. The heads are in close clusters and the kernels are short, plump and very heavy. A measured bushel of Swedish Select Oats often weighs 45 lbs. In yielding ability it is second to none.

Speltz

This grain is of Russian origin and is closely related to Spring Wheat. It should be planted very early in the spring as it will withstand cold weather, and like Spring Wheat, does better when planted early. While in Western States it does well on the poorer, stony soils, it is our experience that it produces much higher yields on better soils.

Speltz is very good feed, either for pasturing or when ripe. When threshed, most of the hulls are left on the grain, which lightens it and makes it safer to feed it. It is a very rich feed, having practically the same feeding value as wheat, except that it is lightened by the hulls. It is a good grain to grind with any other grain for a ground feed. Sow 1½ to 2 bushels per acre. Prepare ground as for oats and sow early.

"ROBBED FOR 2 YEARS"

Mr. Owen Gallagher, St. James, Mich., writes May, 1936. "Please send me your price list on seeds. I have been robbed for the last two years. Our county agent says that there is no better place than Isbell's to get seeds."

NORTHERN GROWN SEED BARLEY

Velvet Barley

Minnesota No. 447

Velvet is a new six-rowed bearded barley with smooth, barbless beards, that originated in Minnesota. It has been grown in Michigan for several years with splendid success. The seed is much in demand in the great barley-producing states of Iowa, Illinois, Indiana, Ohio, and Pennsylvania. Velvet is a splendid malting barley and is in high favor with manufacturers of malt. The straw is stiff and of good height. Velvet is one of the heaviest yielding varieties and seems to be more disease-resistant than other sorts. We offer choice Michigan-grown seed.

Isbell's Silver King Barley

Silver King Barley is noted for its extra large heads and long, stiff straw. The heads are the largest of any six-rowed sort and the kernels are exceptionally bright and plump. This Barley is also of Wisconsin origin where they know good Barley. While it does best on heavy, rich soil, it is also adapted to the warm, light soils of Michigan. Silver King Barley seldom lodges and is an all-around reliable sort to grow. It is a splendid malting barley.

Wisconsin Pedigree

Wisconsin Pedigree Barley is a selection from Oderbrucker and was the result of many years of breeding and selecting, beginning with a single plant. It has always been a consistent yielder and the quality is first class. The heads are six-rowed, long and always well-filled. The kernels are uniform in size, plump, and of a bright, nearly-white color. It is a variety which seldom lodges. Also a good malting barley.

Spartan Barley

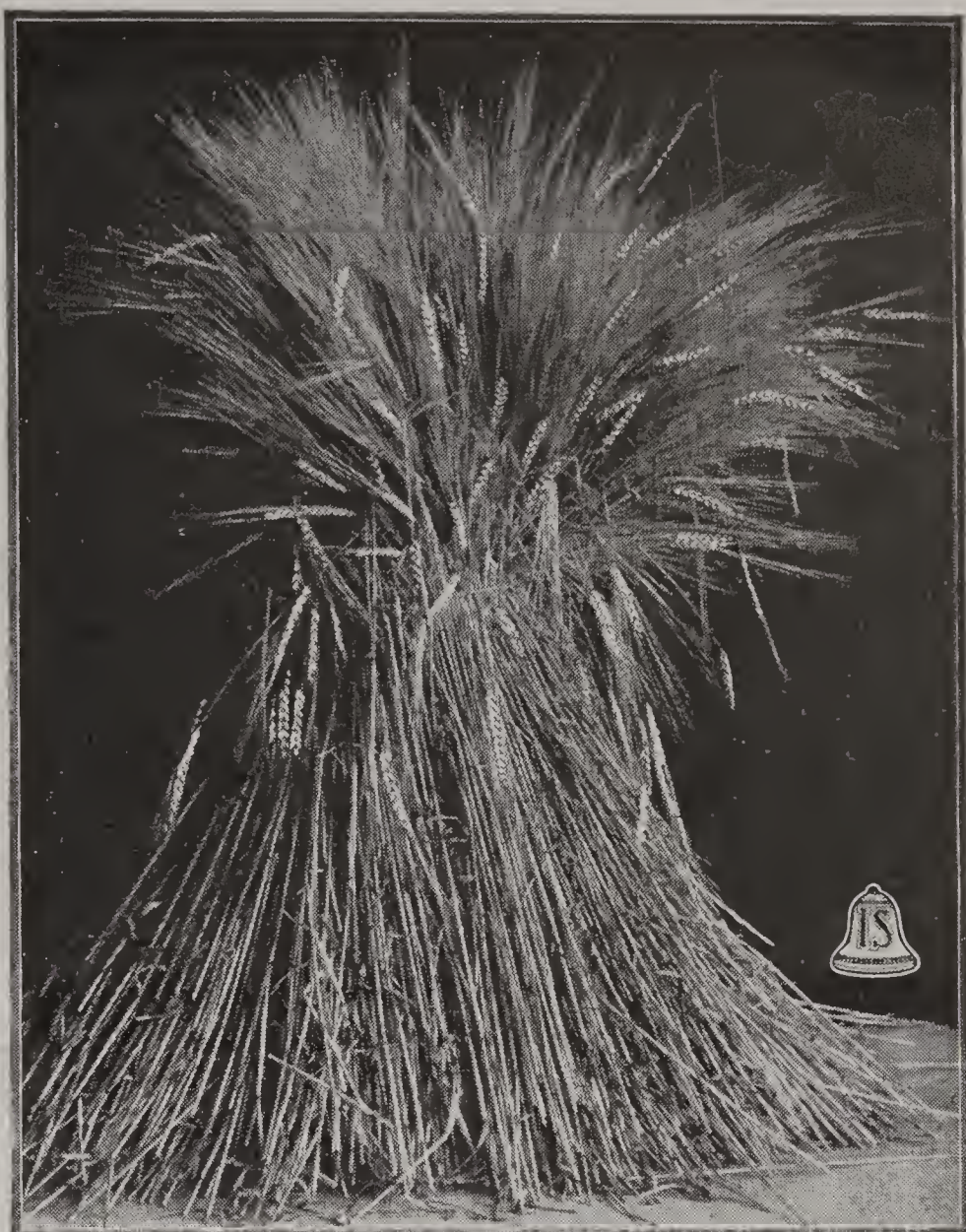
A Popular, Heavy Yielding, Smooth-Bearded Sort

Spartan Barley has increased steadily in popularity since its introduction six years ago, and it is now grown very extensively in Michigan and other northern states. It is a two-rowed bearded barley, but the beards are smooth or barbless. The beards are brittle and break off cleanly in threshing. The straw is stiff and always of good length, even on lighter types of soils. The kernels are plump and heavy and nearly twice as large as those of the six-rowed sorts.

Spartan Barley is a consistently heavy-yielding sort and often yields 50 bushels and over per acre. In comparative tests at Michigan State College, Spartan has consistently outyielded other sorts, usually by 6 to 8 bushels per acre. It is an early sort ripening a week ahead of other varieties. For best quality grain, Spartan should be allowed to stand until thoroughly ripe.

SAMPLES FREE of farm and grass seeds. Send us list of what you expect to buy. We will quote by letter lowest market prices and submit samples of any items requested.

Where there is a shortage of corn or other feed, bearded spring barley will give very quick grazing (a few weeks after planting), and earliest maturing grain. Can be cut in about two months, making very nutritious and palatable hay. In feeding value it is equal to corn. Can be grown on a great variety of soils.



Velvet Barley

New Peat Land or Muck Barley

A Valuable New Variety for Muck Farmers

Peat Land or Muck Barley was developed at the Minnesota State Experiment Station to fill a real need for a variety that could be grown successfully on muck or peat land. It has been thoroughly tested and has proven its ability to produce surprisingly large crops on muck without lodging. Yields of sixty bushels per acre have been obtained many times.

Peat Land Barley is a six-rowed bearded sort, the beards of which break off cleanly in threshing. The straw is of medium length and of unusual stiffness. Another valuable characteristic is its great habit of stooling. Often as many as twenty stalks grow from one seed, each producing a well-developed head. Because of this habit, only one bushel of seed is required on muck and 1 1/4 bushels on upland.

Peat Land Barley is a very hardy sort and early spring frosts will not hurt it. To get the largest yield possible, the use of 150 lbs. potash and 50 lbs. phosphate per acre is recommended. On muck it ripens about ten days later than Barley on uplands. Many farmers, with good muck land, will find, in this Barley, the answer to their problem of what to grow for feed on their muck land.

A Few Bouquets From Our Happy Customers!

We Have Many Others; From the Atlantic Seaboard Across to the Pacific

FROM NEW YORK STATE

"We have several kinds of corn and the Isbell's Sure Thing Purple Tip Dent is the only one of them making a crop. Very bad drought here."—Barton Ferris, Baldwinsville, N. Y., Aug., 1936.

"NORTHERN GROWN" MEANS A LOT TO US

Mrs. O. T. McKendree, Merrill, Oregon, writes: "I have been buying from you for some years and what I got did well in this country where the temperature in winter varies from fifty degrees above to fifteen degrees below zero, and in summer there is frost nearly every month. So your 'Northern Grown' means a lot to us.

Mrs. McKendree is president of the Lost River Garden Club.

KIND WORDS FROM IOWA

"First I want to thank you for the honesty, quality, and promptness in shipping out my order, when each variety should be shipped; which I placed with you last spring.

The quality and germination of the corn was fully up to description; the potatoes fine.—Chas. Larson, Dayton, Iowa, Oct. 23, 1936.

A NEW HAMPSHIRE USER OF ISBELL'S SEEDS FOR 30 YEARS

Mr. George W. Boutwell of Lancaster, N. H., writes in January, 1936: "Your 1936 catalog received and I am pleased with it. For the past thirty years, off and on, I have had very good seeds from Isbell Seed Co. I never had any better seed than you people produced."

BUCKWHEAT—FIELD PEAS—SOY BEANS

Don't forget NITRAGIN with Cow Peas and Soy Beans. See page 56



Buckwheat

Unsurpassed as a catch crop when a late season has made it impossible to follow out first plans, or when other crops fail. Buckwheat is a valuable crop for those parts of the farm which always seem to be left unplanted at the close of the season. Generally sown in July. Can be sown after a crop of winter wheat or rye and make a second crop. Use one-half to three-quarters of a bushel of seed per acre.

JAPANESE BUCKWHEAT.—The Japanese is the best, most productive and decidedly the most prolific variety in cultivation; produces the finest flour and is a week earlier than Silver Hull. From one-half bushel of seed sown a crop of 40 bushels has been harvested.

SILVER HULL BUCKWHEAT.—A standard variety, largely grown, and gives excellent satisfaction. Our Michigan seed produces enormous crops of 30 to 40 bushels per acre. The grain is smaller than Japanese and is silver-grey in color.

Field Peas Canadian White

Field Peas are especially valuable in the northern states and are useful for many purposes. Peas and oats make a splendid early hay crop, which in feeding value is equal to clover hay. Sown either alone or with oats Peas produce fine pasture for sheep, swine and cattle. Dry Peas make good growing and fattening feed when ground with any grain such as oats, barley, wheat, speltz or rye. Plowing under Peas greatly improves poor land, and makes it possible to grow grain crops such as wheat, rye, oats, corn and barley. Peas are useful for human food, besides making good feed for poultry and pigeons.

Peas and Oats for Hay. Sow 1½ bushels of peas per acre 4 inches deep as early in April as the ground can be worked. About two weeks later drill the Oats as usual using 1½ bushels per acre. If the oats are sown with the peas, the oats grow too rapidly and check the growth of Peas. Cut when the Oats are in the milk stage.

Cow Peas

A splendid green forage or hay crop. Unexcelled for silage and fine for plowing under. Do not confuse Cow Peas with Canadian Field Peas. Cow Peas are in reality a bean and should not be planted until the ground is well warmed, usually about June 1st or later. Cow Peas do better in a hot, dry season. It takes 1 to 1½ bushels for an acre. If planted with corn, one-half bushel per acre is sufficient.

WHIPPOORWILL.—Early bunch-growing variety. Ram-pant grower, hence well adapted for soiling purposes. Suitable also for either grain or hay production.

NEW ERA.—An early maturing variety which has become very popular. It is nearly erect, rarely having any prostrate branches. It is a heavy seed producer and matures in from 75 to 90 days.

Your crops will withstand drouth better if the soil is high in organic content. This can be achieved through the use of green manure and cover crops.

See current Price List for Prices of Soy Beans, Cow Peas, Field Peas, and All Farm Seeds.



A Field of Manchu Soy Beans. Average Height 36 Inches

Rape is an annual forage plant of great value which is profitably grown wherever there is stock to be pastured.

Under favorable circumstances, Dwarf Essex Rape is ready for pasture in six weeks from the time of sowing. One acre of good rape will carry a flock of a dozen sheep for two months. The Wisconsin Experiment Station found that an acre of rape produced as much gain on pigs when used as a pasture crop along with grain as 56 bushels of corn would do.

An acre of rape in this experiment equaled much more than an average acre of corn and the cost of production was much less. The cost of harvesting was nothing as it was done by the pigs. More recent experiments in Iowa have shown rape to be the means of producing pork at the lowest cost, even less than alfalfa. Rape is also the forage that can be sown at the least cost of seed per acre.

Rape seeded in corn at the last cultivation furnishes one of the greatest money-making methods known to the progressive farmer today. Sow rape in corn at the rate of 4 lbs. per acre. When the corn is laid by, turn the pigs into the field. **Lb., 20c; 3 lbs., 50c, postpaid.** See Current Price List for quantity prices.



Dwarf Essex Rape Excellent for Sheep and Hog Pasture

Lespedeza - Harbin Lespedeza No. 65280

Lespedeza is a new plant in the North and so far its cultivation is mostly in the experimental stage. It is a legume that thrives on poor acid soils without lime. The plants are bushy and spreading, growing close to the ground. The leaves resemble clover but are much smaller.

Harbin No. 65280 is the earliest and hardiest annual Lespedeza and takes its name from Harbin, Manchuria, where it was discovered by a plant explorer for the U. S. Department of Agriculture. It matures and reseeds itself in the northern states. It appears to be useful for three purposes: to supply pasture during July and August when grass pastures are dried up; as a soil builder for poor and worn out soils; as a protection against erosion on hilly fields.

For prices on larger quantities of Farm Seeds see Isbell's Current Price List.

Harbin produces pasture six weeks after the seed is sown. It will not bloat cattle or sheep and very close pasturing will not hurt it. Its feeding value is nearly equal to Alfalfa and it is greatly relished by both cattle and sheep. Sow the seed very thinly in rows 2 feet apart or broadcast 5 lbs. per acre. Plant the seed one inch deep about June first in the North. One pound of seed will plant an acre. The seed must be inoculated when planted for the first time. **Price: Lb., 50c; 5 lbs., \$2.25, prepaid.**

Sunflower, Mammoth Russian

The seed is highly valued by farmers and poultry breeders. The hens will fatten on it and lay more eggs. Single heads measure from 12 to 22 inches in diameter, and contain a lot of seed, which can be raised much cheaper than corn. **3 lbs. per acre. Lb., 25c; 3 lbs., 65c, postpaid.**

Winter or Sand Vetch

Sand Vetch is very valuable as a winter cover crop to prevent leaching, and nothing equals it for orchards. Planted in the fall with rye, it deposits great amounts of nitrogen; adds large quantities of humus to the soil if turned under in the spring after cattle have taken it off for early pasture. With one-half bushel of rye, sow 25 to 40 lbs. per acre.

May be planted in the spring with oats. After harvesting the oats the Vetch can then be pastured; then turned under as green manure. With oats sow 25 to 35 lbs. and three-fourths bushel oats per acre.

It yields a surprising amount of feed, ten tons per acre is not unusual. For cutting it should be sown with oats in the spring, or with rye in the fall. Vetch is quite spreading and the grain furnishes support so it can be mowed readily. It is eagerly eaten by all kinds of stock. Like clover, cow peas and alfalfa, it is a very rich fodder. When sown in April or May it can be cut in August for hay, and the second growth will provide abundant pasture during balance of summer. Our seed is all Michigan grown.

Inoculate Vetch with Nitragin—See Page 56.

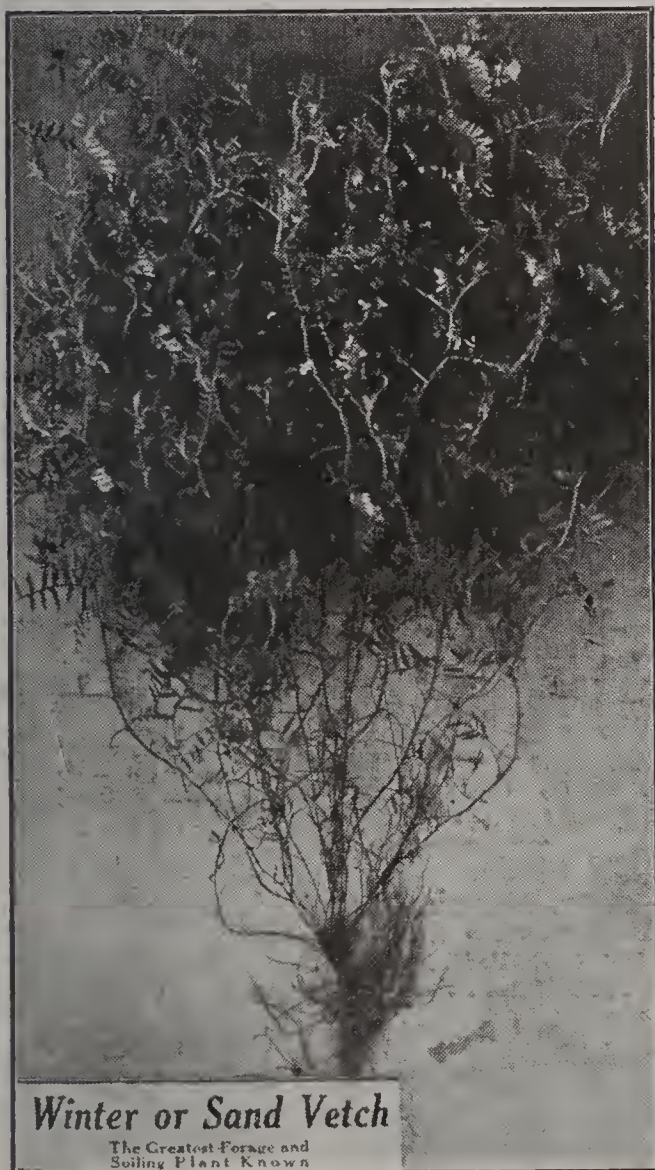
Sorghum or Sugar Cane

Cane is a valuable crop that is not fully appreciated and has been neglected on this account. It can be grown profitably wherever corn can be grown. Cane produces 20 tons or more of fodder per acre or will make 200 gallons of syrup. It makes good hay when sown broadcast and, if cut before it gets too high, will often produce a good second crop.

Cane is a warm weather plant so that the seed should not be planted until after all danger from frosts is past. If sown broadcast for hay or fodder, 50 pounds of seed is required per acre. It may be drilled in rows like corn for fodder and when sown in this manner only 15 pounds of seed is needed per acre. For syrup it is drilled thinly in rows 3 to 3½ feet apart using 10 pounds of seed per acre. Sow the seed about one inch deep from June 1st to July 1st in the northern states.

EARLY AMBER CANE.—The most common variety of Cane. It can be grown on any soil or in any climate from California to Maine. It will thrive on your poorest lands as well as your best, and is one of the greatest destroyers of obnoxious weeds in existence. Our northern grown stock is the earliest, richest, and best for syrup. It produces a rich, clear syrup, yielding 150 to 250 gallons per acre. Sorghum grown for syrup often returns \$100.00 per acre. **Lb., 20c; 3 lbs., 50c, prepaid.**

EARLY ORANGE CANE.—Grows similar to Early Amber Cane but has heavier and shorter stalks. Especially suitable for extremely rich soils as it withstands storms and wet weather without lodging. Makes fine quality syrup and is a splendid sort for fodder. **Lb., 20c; 3 lbs., 50c, prepaid.**



Winter or Sand Vetch

The Greatest Forage and
Soiling Plant Known



Plant of Hardy Michigan Grown Alfalfa

ISBELL'S ALFALFA

Hardy Michigan Grown Seed

Alfalfa production can never be overdone. It is more generally grown each year, and many a farmer has been helped over the rough spots by growing Alfalfa hay and depositing good-sized checks, while others were paying big money for expensive feed. Chemical analysis proves that Alfalfa hay contains, ton for ton, just as much protein as bran, and a ton of Alfalfa hay can be produced at less than one-half the price of bran. Under favorable conditions, Alfalfa will produce three good crops of hay, yielding here from 1½ to 2 tons per acre from each cutting.

Prosperous farmers everywhere insist on growing some legumes, and Alfalfa is especially adapted for this purpose. It is a hardy perennial, living for years, furnishing palatable forage, rich in protein and supplying the soil with nitrogen, thereby keeping it in the highest state of fertility.

Irrespective of the price you pay for Alfalfa seed, each dollar invested will return to you five dollars, as compared with Red Clover, which only brings back about two dollars.

Soil. Any good, sweet farm soil will produce Alfalfa. If in doubt about your soil, send sample to your Experiment Station for analysis. An important feature is free surface drainage.

For northern conditions use only hardy strains, which seldom winter-kill and are not affected by alternate thawing and freezing. The root system of our northern grown Alfalfa has numerous lateral roots which protect the plant against frost, drought and heaving.

The Seed Bed. A deep seed bed is required. It should be as free from weeds as possible and well fertilized. Firm the seed bed by frequently disking and harrowing.

Sow any time in early spring, summer or fall. The main consideration is a good seed bed and sufficient moisture. Alfalfa may be broadcasted or drilled. Sow about 15 lbs. per acre.

Always inoculate Alfalfa seed with "Nitrugin" to obtain best results.

Michigan Grown Alfalfa

Home Grown Seed

An improved strain of Michigan-Grown Alfalfa, graded, cleaned and tested by our own superior processes. Bright, plump, clean seed, which you can bank on to produce alfalfa fields that will withstand the rigors of northern winters and yield big, repeating crops of hay.

For a great many years we have handled large quantities of Michigan Grown Alfalfa seed and we have yet to receive our first complaint of poor results or failure resulting from the use of this seed. The fact that this seed was produced from fields that have gone through our trying winters with alternate freezing and thawing and severe cold is abundant proof of its hardiness and adaptability. Alfalfa experts have always recommended native grown seed very highly.

The New Hardy Michigan Alfalfa Hardigan

Hardest, best yielding variety for Northern States. Produces better quality hay than any other sort.

Hardigan Alfalfa was developed in Michigan and is rapidly becoming one of the leading sorts through sheer merit. Everyone who has visited the Alfalfa trial plots of the State Experiment Station at East Lansing, has been impressed by its marked superiority. It has been the outstanding variety for several years and has consistently outyielded all other sorts, usually by from five to ten per cent. At the New Jersey Experiment Station it outyielded other varieties by 10 to 12 per cent.

It produces better quality hay than any other sort. The stems are finer and there are more of them. It grows as tall or taller than other sorts and is very leafy. Hardigan has a characteristic dark green color and is the greatest stooling variety of Alfalfa yet developed. For this reason, only ten pounds of seed are required per acre.

Grimm Alfalfa

Michigan Grown and Certified (Genuine)

This is the hardest of all Alfalfas—due to its widely branching root system.

The genuine Grimm withstands the severest winters. There is a wonderful difference in this respect between Grimm and other varieties of Alfalfa. So much so that in many northerly and cold climates the Grimm variety is regarded as the only sure and safe Alfalfa that can be successfully grown without fear of winter-killing.

The Isbell Seed Company has always exercised the greatest care toward the end that our seed stocks are not only genuine Grimm, but the highest quality in hardiness and yield we can secure. You are protected in buying this seed from us, as we require the County Agent's certificate that the field is registered. We have never received a complaint that crop grown from our seed was not satisfactory.

Michigan Grown Alfalfa Seed is in short supply this season so that we advise ordering early.

For Prices of Alfalfa Seed, See Isbell's Current Price List.

Oldest and most Widely Used Inoculator in America

NITRUGIN

NOW SELLS FOR only 55¢ per 1 bu. size Alfalfa and Clover

DRASTIC PRICE REDUCTIONS Lowest in NITRUGIN History

Established in 1898
The Original Legume Inoculator

Expiration Date—High Bacteria Count — Approved — Tested and Guaranteed

NITRUGIN INOCULATION PRICES

When Ordering, ALWAYS State Name of Seed

Culture Group "A"—ALFALFA and SWEET CLOVERS (including Hubam) and Bur Clover.
Culture Group "B"—CLOVERS, MEDIUM RED, Mammoth Red, Alsike, Crimson and White Clover.

½ bu. size 35c ea.; 1 bu. size 55c ea.; 2½ bu. size \$1.20 ea.

Culture Group "L"—All varieties of Lespedeza—Unhulled or Hulled. Unhulled requires only 1 bu. size. Hulled requires 2 bu. size.
1 bu. size 35c ea.; 2 bu. size 55c ea.; 5 bu. size \$1.20 ea.

Culture Group "S"—Soy Beans. All varieties.

Culture Group "E"—PEANUTS, COW PEAS, LIMA BEANS, VELVET BEANS, Kudzu, Crotalaria and Beggar Weed.

1 bu. size 35c ea.; 2 bu. size 55c ea.; 5 bu. size \$1.20 ea.; 10 bu. size \$1.75 ea.; 25 bu. size \$3.75 ea.

Culture Group "C"—VETCHES (Hairy, Spring, Wild) **AUSTRIAN PEAS, Canadian Field and Garden Peas, Broad Beans, Sweet Peas and Lentils.**

Culture Group "D"—Field and Garden BEANS (Navy, Kidney and Scarlet Runner Beans).
½ bu. size 30c ea.; 1 bu. size 45c ea.; 1½ bu. size (100 lb. size) 65c; 5 bu. size \$1.85 ea.; 12½ bu. size \$4.25 ea.

NEW GARDEN SIZE

For Garden Peas, Beans, Sweet Peas, Lima Beans, and Lupines. Inoculates any amount up to 4 lbs. seed. Price ea.....

10¢

Remember...
Legumes NOT Inoculated are "SOIL ROBBERS"
Legumes WELL Inoculated are "SOIL BUILDERS"

ISBELL'S BELL BRAND CLOVERS

PRICES ON CLOVER SEED ARE SUBJECT TO MARKET CHANGES
SEE CURRENT PRICE LIST FOR PRICES

Michigan Grown Clover Seed has always been classed as the hardiest and best quality seed produced anywhere. If you want the purest, cleanest Clover seed you can get at the lowest price, buy Isbell's Bell Brand.

Medium Red Clover Also Called Small Red June. It makes two crops each year. The first is usually cut when it is in blossom for hay; the last crop may be harvested for seed, cut for hay or plowed under to add fertility to the soil. It may be sown either in the spring or fall, and if no other grasses are used, at the rate of 8 to 12 pounds per acre.

Mammoth Red Clover English Sapling or Pea Vine Clover. Well known in many parts of the country and highly valued for its enormous yield. It is claimed by many that it is easier to "catch" with Mammoth Red on light, sandy lands than with any other. For hog pasture it has no equal. It produces very large crops of hay, yielding from 3 to 5 tons per acre.



Mammoth Red Clover

Bargain Lots of Clover and Alfalfa Seed

As we are continually cleaning and handling alfalfa and clover seed we usually have some slightly off-grade lots which while not good enough for our Bell Brand grade are nevertheless good useful lots of seed which are offered at much lower prices. Often these lower grades will serve your purpose at a considerable saving. If interested write for samples and prices.

Alsike or Swedish Clover

The best Clover for low moist soils—or soils deficient in lime.

Alsike Clover has a place on a great many farms where it is more profitable to grow than either Red Clover or Alfalfa. Under certain conditions it has many advantages over other Clovers—for instance where the soil is slightly acid or sour and lime is hard to get or for some reason has not been applied—sow Alsike Clover—it will stand poorly drained wet soils very well.

Alsike makes an excellent feed for dairy cows, and is bright colored and sweet when properly cured. The plant being smooth it is less dusty than Red Clover hay.

Alsike Clover seed is much smaller than Red Clover and will go twice as far.

White Dutch Clover

This is of particular value in permanent pastures and lawns. It will grow on most any kind of soil, and on wet ground. Being of creeping habit, it prevents ground from being washed by rains. Sow 5 to 6 lbs. per acre in lawn and pasture mixtures.

Timothy and Alsike Mixed

A valuable combination for both hay and pasture. Makes the finest hay and very good permanent pasture. Alsike will grow on land too wet and sour for Red Clover and Timothy, also thrives on low ground so that this combination is ideal for lowlands.

ISBELL'S MIXTURE of Timothy and Alsike contains 20 per cent Bell Brand Alsike by weight and 80 per cent Bell Brand Timothy. This is a strictly high grade mixture.

SWEET CLOVER

Sweet Clover Provides the Quickest and Cheapest Way to Improve Poor Land

Sweet Clover is valuable for hay, pasture and plowing under. When cutting Sweet Clover for hay it should be cut from 6 to 8 inches above ground in order to produce another crop of hay, pasture or seed. Sweet Clover may be seeded in the spring, summer or fall. It may be sown either with some kind of small grain, such as oats, barley or buckwheat, or alone. Liming the ground and inoculating the seed will aid greatly in securing a good, even stand.

White Blossom Sweet Clover

(*Melilotus Alba*—Biennial)

This variety is a very rank grower, which makes it especially valuable for plowing under as a green manure crop. It loosens up the soil, adds humus and leaves a splendid mulch. When used as a pasture crop, stock should be turned in on it while young as at this stage it is very palatable. It makes the best kind of pasture for dairy cows and for fattening cattle. It fits into rotations like Red Clover. If wanted for permanent pasture the seed should be sown two successive years and each year the last crop should be allowed to reseed itself.

Yellow Blossom Sweet Clover

(*Melilotus Officinalis*—Biennial)

The Yellow Blossom is very similar to the White Blossom, but it is more especially adapted for hay or pasture. The plant is more palatable to livestock as it contains less cumarin and does not have so bitter a taste. It is not a rank grower; more on the order of alfalfa. For those who wish to use Sweet Clover for pasture, hay and other purposes, we would advise the use of the Yellow Blossom.

Grundy County Sweet Clover

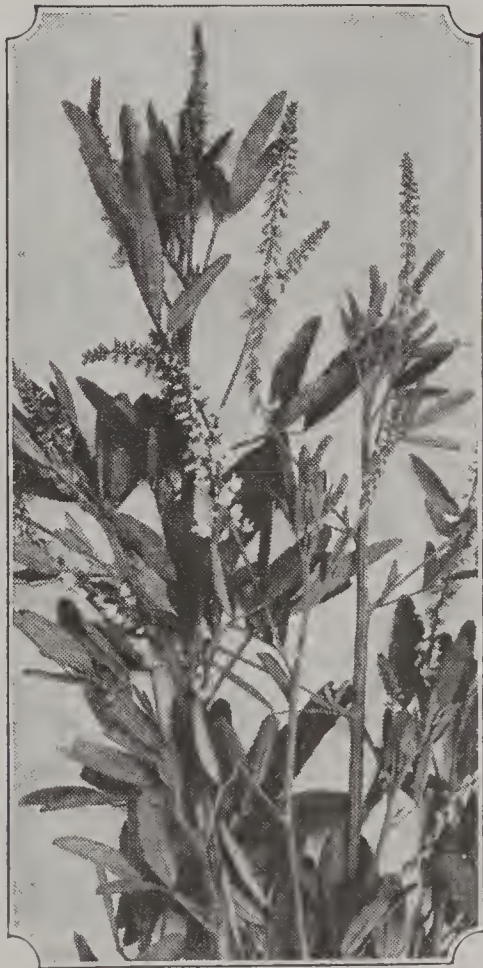
A Dwarf Type of White Blossom Sweet Clover

The name is derived from Grundy County, Illinois, where more Sweet Clover is grown than in any other county in the United States. Grundy County Sweet Clover is about three weeks earlier than common Sweet Clover, grows much smaller, more branching, leafier, and has finer stems. It seldom grows over 3½ feet tall, produces better hay and is a better seeder.

Hubam

Annual White Blossom Sweet Clover

Hubam is a variety of Sweet Clover which blossoms, matures, and produces seed in one season. Grows 4 to 5 feet tall on ordinary soils and when seeded with spring rains will produce a good hay crop, or pasture after the grain is cut. Makes valuable bee feed and is often sown for this purpose. The seed is sown at the rate of 5 to 20 pounds per acre in Oats or Barley or may be planted alone.



Sweet Clover

See Isbell's Current Price List for Prices of Clover and Field Seeds.

ISBELL'S BELL BRAND GRASS SEED

Prices Subject to Market Changes. Ask for Our Current Farm Seed Price List.

Timothy

As a crop to cut for hay, Timothy is probably surpassed by no other grass now cultivated. If sown alone it requires 8 to 12 pounds per acre. It is usually sown with other grasses about one-half to one-third of the above amount. Can be sown in either fall or spring. Bell Brand Timothy Seed is of superior quality and will suit the most critical buyer.

ISBELL "BELL" BRAND TIMOTHY.—The best grade of extra recleaned seed and is unexcelled for purity and germination. Lb., 25c; 3 lbs., 60c, prepaid.

Kentucky Blue Grass (*Poa Pratensis*)

The most widely known of all natural grasses, which does well everywhere. It is grown more for pasture than for hay, as it starts to grow unusually early in spring and provides good feed in May and June in our Northern States, and produces a good growth until the ground freezes. This grass is very hardy and neither injured by the cold, the tramping of hoofs or close mowing. It is suited to any variety of soil, but seems to succeed best on moist, rich land. Used extensively for lawns. **ISBELL'S "BELL" BRAND.**—Lb., 40c; 3 lbs., \$1.10, prepaid.

Canadian Blue Grass (*Poa Compressa*)

Very similar to Kentucky Blue Grass but does not grow quite as tall and has flat stems. Valuable for pasture on sandy soils in the North and does well on poor clay soils; it is also a good grass for lawns in dry regions. Lb., 40c; 3 lbs., \$1.10, prepaid.

Orchard Grass

A most valuable grass for pasture and hay land and on account of its earliness very valuable for permanent pastures, as it furnishes the first green bite in the spring and the last in the fall, is quick to recover from close cropping and even thrives better the more it is cropped. Gives rich pastures till late in the fall. It will stand the drought. It is well suited for shady places, such as orchards and groves. Sow 15 pounds per acre. **ISBELL'S "BELL" BRAND.**—Lb., 40c; 3 lbs., \$1.10, prepaid.

Meadow Fescue

Also known as English Blue Grass. This is a valuable grass for it adapts itself to different conditions of soil and climate. It produces a great amount of early and late feed of good quality and yields heavily. As a pasture grass it is particularly valuable, being one of the earliest in the spring and latest in fall, and never freezes out or winter-kills. Sow 18 to 22 lbs. per acre.

ISBELL'S "BELL" BRAND.—Lb., 35c; 3 lbs., 90c, prepaid.

Red Top or Herd's Grass

FANCY SOLID SEED.—This is well adapted to Northern States. Suitable to the meadow and pasture mixture. Adapts itself to any soil, but produces best results on moist, rich soils, where it grows 2 to 2½ feet high. One of the few grasses that will stand a slightly sour soil. For pasture, 8 to 10 lbs. per acre. Often sown with Timothy and Clover.

ISBELL "BELL" BRAND.—Lb., 45c; 3 lbs., \$1.20, prepaid.

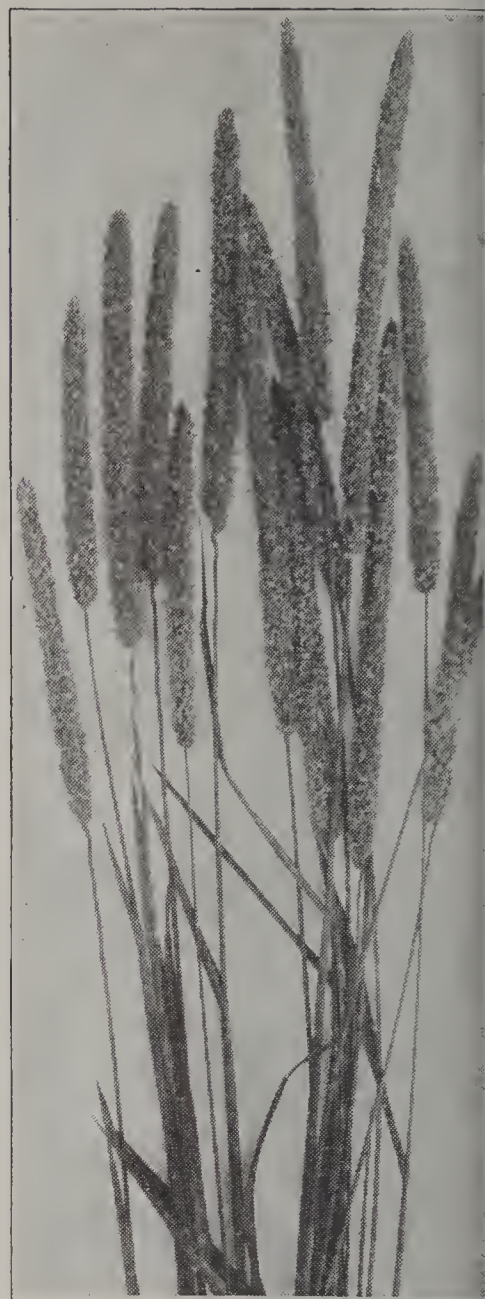
Bromus Inermis —Brome Grass

Bromus Inermis, (Smooth Brome Grass) is not a new grass but its value has just recently been rediscovered. It is a long lived hardy northern grass that withstands drought better than other grasses. It makes good hay of about the same quality as Timothy but it is much more valuable as a pasture grass either alone or with Alfalfa.

Alfalfa and Brome Grass. Recent tests at Michigan State College have shown that a mixture of Brome Grass and Alfalfa makes ideal summer pasture during the mid-summer season when it is needed the most. On light sandy soil in northern Michigan this mixture produced over a ton of hay per acre from the first cutting and good pasture for the balance of the season.

For this purpose 10 lbs. of Alfalfa and 5 lbs. of Brome grass seed are sown per acre either in the spring or in August. When sown alone, Brome grass is seeded at the rate of 20 lbs per acre. It may be seeded with Oats, Barley or Wheat. The mixture of Alfalfa and Brome Grass gives best results when a good top growth is permitted before pasturing. Cattle will eat the Brome grass in preference to the Alfalfa, giving the latter a chance to become well established. Sown in August it will be ready to pasture much earlier than if sown in the spring. Seed of Bromus Inermis is much in demand so order early, Bell Brand, lb., 45c; 3 lbs., \$1.20, prepaid.

Write for Current
Price List and
Samples of Farm
Seeds. Sent Free
on Request.



Timothy—The Old Standby

Creeping Bent Grass

GERMAN MIXED BENT.—The Bents produce the very finest turf and for this reason are much in demand for putting greens on golf courses. As Bent starts rather slowly it is a good plan to sow Red Top with it. Sow one pound per square rod. "Bell" Brand, lb., \$1.25; 3 lbs., \$3.50, prepaid.

Perennial Rye Grass

This variety is used exclusively for pastures and lawns; succeeds well in shady places. Has given excellent satisfaction wherever tried. It is especially adapted for pastures, as it will endure close cropping, and is of strong and quick successive after-growth. English Rye Grass produces an abundance of foliage, which remains bright and green through the season. Sow 20 to 25 lbs. per acre—Lb., 35c; 3 lbs., 95c, prepaid.

A Pasture Like This
Makes Money for
the Owner



Special Mixtures for Pastures and Meadows will be made up for you. Write us what you need it for and we shall be pleased to quote prices.

REED CANARY GRASS

A Profitable Grass for Wet Soils

Reed Canary Grass is rapidly coming into prominence because it thrives on soils too wet for other crops or grasses. It has been grown successfully for several years in Michigan and other western states as a forage crop.

Reed Canary Grass yields tremendously, as after it is well established, may be cut two and even three times in one season. Yields as high as ten tons per acre have been obtained. It is a hardy perennial and will live until broken up, but will not spread to cultivated lands and become a pest.

DIRECTIONS FOR GROWING REED CANARY GRASS

If the land is well drained, so that a good seed bed can be prepared, less seed will be required. Where possible, the land should be plowed in the fall. Seed may be sown in October on land which would be too wet in spring. The seed will not germinate at that time but will remain dormant until spring. Will germinate in water if the seed is covered with soil below the water, but will not start until after the water is drained off.

Or sow in the spring as early as possible to get ahead of weeds; or late in June or in July. In fact it can be sown at any time when the soil is not too wet. When broadcasted sow at rate of 5 to 6 lbs. per acre or drill in rows 16 to 18 inches apart. Cover not more than $\frac{3}{4}$ inch deep. Broadcasting is preferable. It germinates slowly, in from 35 to 50 days when sown in spring.

When broadcasted cover by dragging lightly. Cut for hay as soon as heads appear. Two cuttings may be made besides fall pasture. An acre will pasture three or four cows throughout the season. Yields 4 to 10 tons of hay per acre. Price, 60c per lb.; 5 lbs., \$2.50, prepaid.

MILLET

Valuable Grasses for Late Planting.
For Emergency Hay Crops.

German or Golden Millet

This grows very rank and on good, rich soil it will make a growth of 4 to 5 feet high. Although the hay may seem coarse, yet it is so tender that if cut at the right stage, which is when in full bloom, even hogs will eat the cured hay greedily. A yield of five tons of hay per acre is nothing unusual. Sow three pecks per acre.

Common Millet

Earlier than German and of similar growth, but it is not equal to German for quality of hay.

Hungarian Millet

Preferred by some to German Millet, as it is about a week earlier. Does not grow as large but the hay is more desirable for it is not so coarse. Hay is very nourishing. A good variety for moist soils and muck.

White Wonder Millet

The most striking feature of this Millet is the great size of the heads, which are 8 to 18 inches in length. The yield of hay is very heavy and is nearly double that of any of the other Millets. This variety is a little later than the German.

Japanese Millet

Japanese Millet is adapted to all sections of the country. It will grow six to eight feet high and yield 15 to 20 tons per acre. The seed may be sown broadcast at the rate of 20 to 25 pounds per acre, but it is also sown in drills 10 to 15 inches apart, using 10 to 12 pounds per acre.

Hog Millet or Proso

A coarse growing variety of great stooling and branching habit which is an enormous seed producer. Grows about $3\frac{1}{2}$ feet tall and makes rather coarse hay but the seed is valuable poultry feed. Sow 25 pounds per acre broadcast.

SUDAN GRASS

Popular Quick-Growing Hay
Pasture and Forage Crop.

Sudan Grass is a member of the Sorghum family. It is an annual plant, having a fibrous root system. It makes a richer feed than cane, cures easily, and will not sour. All kinds of stock eat it readily, and it is especially good for milk cows, horses, mules, and sheep. It will grow anywhere that field corn or millet can be grown and will thrive when it is dry. It makes a slender, leafy growth from 5 to 7 feet high and yields from 4 to 10 tons of excellent hay per acre.

Sow 10 to 20 lbs. of Sudan Grass seed to the acre with a grain drill, or by hand from crop planting time until the middle of July. The seed should be covered a half inch deep. Prices, lb., 20c; 3 lbs., 50c, prepaid. See Current Price List for Quantity Prices.



Reed Canary Grass Ready for Cutting



Sudan Yields 8 to 10 Tons of Hay Per Acre

ISBELL'S NORTHERN GROWN SEED POTATOES

IT PAYS TO PLANT CLEAN SEED

The first step in growing potatoes profitably is the planting of hardy, disease-free seed from heavy yielding crops. Isbell's Northern Grown Seed Potatoes are famous for their earliness, hardiness, freedom from disease, and the big profitable crops they produce. The increased yield and better quality of new seed will more than offset the cost of the seed and return a good profit besides.

SHIPPING SEASON. About April 1st, is the earliest date seed potatoes can be shipped safely and all orders are booked for shipment after that date.

Extra Early Eureka

A fine Extra Early White Potato. Extra Early Eureka seldom fails to produce fine crops of extra early Potatoes. The plant is compact in growth, vigorous and hardy. The Potatoes are nearly round, white and very attractive. In quality they rank high, being splendid cookers. They ripen evenly and will not make a second growth.

Early Six Weeks

A fine Potato for the early market. It is extra early and one of the best market varieties. The Potatoes begin to form when the vines are only 5 to 6 inches high, and in 7 to 8 weeks from planting are of fine marketable size. The tubers are of oval form, light red color, with shallow eyes. They cook well even before they are thoroughly ripe and have a fine pleasing flavor.

Irish Cobbler

The Irish Cobbler is creamy white, nearly round in shape. A little later than Ohio, but a heavier yielder. Continued heavy crops have earned Irish Cobbler the name of "old reliable." Very close planting is possible because of upright vine growth. Irish Cobbler is a favorite variety on Long Island and in Maine. Also is grown quite extensively in Michigan. Often grown on muck for a main crop.

Early Ohio—Red River Grown

While this is one of the oldest early varieties it is still one of the most popular. The skin is light pink and flesh white. They are of good size and always smooth. They are oval or egg-shaped and very uniform. Many people prefer them because of their fine flavor when cooked. Vines are hardy, erect and the tubers are set in a compact clump. Red River stock is the best seed of this variety produced anywhere.

Idaho Baking Russet

Also Known as Russet Burbank.

It is the finest baking and cooking potato known and for this reason is well worth raising. Idaho Baking Russet is a late Potato of vigorous habit of growth. The tubers are long and taper toward each end. They are almost perfectly smooth with very shallow eyes. They have a thick russet skin which protects them and makes them the best of all winter keepers. They have the finest flavor ever found in a Potato. Western growers have been shipping Idaho Baking Russets to eastern markets for several years with wonderful success.

Isbell's New Early Potato, White Gold

Earliest, Smoothest, Heaviest Yielding, and Best Quality Potato



Isbell's
New
White Gold
Potato

See Current Price List for Prices on all Seed Potatoes.



New Katahdin

Katahdin

This new Potato was originated in Maine by the U. S. Dept. of Agriculture. It takes its name from Mt. Katahdin near which it was developed. The government has spent \$250,000.00 during the last eight years in producing this new variety.

Katahdin is a round or slightly oval white Potato, very smooth, with very shallow eyes. The vines are light green and vigorous. So far no trace of mosaic has been found on plants of Katahdin. It ripens about a week earlier than Late Petoskey and White Rural. It has consistently out-yielded Rural New Yorker and Green Mountain, and grades out with a smaller per cent of No. 2 grade and culls. The type is very uniform and in cooking and eating qualities it is unsurpassed. Katahdin does well on rich peat soils and on muck.

Rural New Yorker or White Rural

This has been a standard late White Potato for many years and is still being grown extensively. Is a vigorous and thrifty grower and one of the heaviest yielders. Tubers are slightly oval, smooth and have a very white skin. Good winter keeper and of fine cooking quality.

Late Petoskey or Russet Rural

This variety has been the standard late variety of Michigan but of late is losing favor somewhat because it is not as white in color as the market demands. When grown on light colored sandy soils, the skin is very light in color and it has a fine appearance. When grown on dark loam or clay soils, the color is not so good. It is recognized as the best winter keeper and as one of the heaviest yielding sorts as well as a good cooking variety.

Potato Seed (HYBRIDIZED)

Practically every seed produces a distinct variety. Many of the choicest varieties have been originated by amateurs from Potato Seed. They have an equal chance with the Potato specialist, as Nature does the work. Fame and fortune wait the originator of varieties that are distinct and better in certain respects than those now on the market. Further, the growing of Potatoes from the true seed is very interesting work. Directions for planting and cultivating on every packet. Pkt., 15c.

This wonderful new Potato is more than a week earlier than any other sort and outyields all other early varieties. Under favorable conditions it has yielded 400 bushels per acre. In appearance it is most attractive as the tubers are large, oval and white with shallow eyes and smooth skin. Cooks dry and mealy and has the finest flavor imaginable in a Potato. It originated from a seedling in Northern Minnesota, a district noted for fine Potatoes. For the first two years after its introduction we were unable to supply the demand for this seed even at the high prices which prevailed at that time. We have received hundreds of letters from our customers in many states who have grown this variety and are delighted with it but space will not permit publishing them here. This year the seed is lower in price and within reach of everyone. Our seed was grown from the originator's stock and is true and reliable.

M. L. Long of Ohio writes:—The Katahdin and White Gold Potatoes made a good crop and they are as good as you say. Find quality and hardly any small ones. I am well pleased.

ISBELL'S CHOICE FLOWER SEEDS



Annual Flowers that Are Easily Grown

Annuals are flowers which grow from seed and bloom the same season. On the following pages we offer a comprehensive and carefully selected list of choice varieties, that are easily grown by amateurs. By planting assorted kinds a profusion of flowers may be had from early summer until killing frosts in the fall.

In this list you will find flowers for all purposes—for edging and borders, for garden display and cut flowers, and for winter bouquets. You need not be without flowers any time during the growing season.

Cultural directions are on each packet and the prices given are prepaid.

Ageratum

For Blue Flowers

Ageratums remain in flower throughout the summer and are among the most effective of our annuals for edging and bedding. The flowers of the taller varieties are very useful for bouquets. Seed sown in August will produce plants for winter flowering.

DWARF BLUE.—6 inches. Splendid for edging. Deep lavender-blue. Pkt., 10c; ¼ oz., 30c.

TALL BLUE.—18 inches. Soft lavender-blue flowers; excellent for cutting. Pkt., 5c; ¼ oz., 25c.

MIXED.—White and blue varieties for bouquets. 18 inches. Pkt., 5c; ¼ oz., 20c; oz., 50c.



Ageratum—Blooms All Summer

Anchusa The Summer Forget-me-not

BLUE BIRD.—Fine annual plant of easy culture, succeeding well on most any soil. Brilliant deep blue flowers in large sprays produced freely all summer. Plant is of compact growth, 18 inches high. Pkt., 10c; ¼ oz., 25c.

Annual Vines of Rapid Growth

Balloon Vine Curious Ornamental Climber

LOVE-IN-A-PUFF.—A clean, free-growing annual vine reaching 10 to 15 feet, bearing delicate clusters of bloom and numerous large, round inflated seed-pods resembling miniature balloons. The effect is most odd and curious. Pkt., 5c; oz., 35c.

Balsam Apple Quick Growing Vine

Very ornamental and quick growing annual climber, 10 feet tall. Nice foliage and apple- or pear-shaped fruits, which, when ripe, open and show the seeds and blood-red interior. Apple and Pear mixed, pkt., 10c; ½ oz., 25c.

Bean, Scarlet Runner

The well known rapid-growing annual climber, producing bright red flowers, from July to September. The foliage being dense, makes it splendid for porches or any location where shade is desired. Pkt., 10c; ¼ lb., 15c.

Cardinal Climber Tall Vine—Red Flowers

A new annual climber of extremely rapid growth, attaining a height of 20 to 30 feet. Beautiful fernlike foliage. Bears almost countless numbers of round, glowing scarlet flowers. Blooms freely from June until frost. Pkt., 10c; ½ oz., 50c.

Amaranthus

Foliage of Bright Colors

Quick growing, tall plants with brilliant colored foliage. They thrive best in hot, sunny locations and on light soil. Splendid for center of beds or for background. 2½ to 4 feet.

MIXED.—Many varieties and colors. Pkt., 5c; ¼ oz., 20c.

Alyssum

Best White Edging Plant

Free flowering pretty little plants for beds, edgings, or winter blooming. Of easiest culture. In bloom from June to November. Suitable for the rock garden. Seed may be sown very early in spring and up to June 15th.

LITTLE GEM (Carpet of Snow).—Very dwarf. A solid mass of white all summer. Splendid for edging. 4 to 5 inches. Try it this year. Pkt., 10c; ¼ oz., 25c; ½ oz., 40c.

LILAC QUEEN.—Dwarf and compact. Distinct new variety with flowers of light lavender or lilac color. 8 inches. Pkt., 10c; ¼ oz., 25c; ½ oz., 40c.

SWEET ALYSSUM.—The well known variety with white flowers of trailing habit. Pkt., 5c; ½ oz., 15c; oz., 25c.

SAXATILE COMPACTUM (Basket of Gold).—See list of Perennial Flowers.



Alyssum—Little Gem, for Border

Beautiful Asters

For Choice Cut Flowers

The Asters are great favorites for garden display and desirable for cut flowers as the blooms last a long time in water. Asters prefer an open, sunny position and good soil that has been enriched with bone meal; they should receive frequent cultivation to produce extra large flowers on long stems. For early flowering, the seeds should be started in a sunny window, hotbed or cold frame. For fall blooming sow the seed outdoors in May and reset 1 to 2 feet apart each way.

The New Wilt Resistant Crego Mammoth Aster

Plants grow 2 feet in height, branch well, have long and strong stems, and bear most artistic, fluffy, chrysanthemum-like flowers, often 5 inches in diameter.

White. Crimson. Blue Flame (navy blue). Deep Rose. Purple. Pkt., 10c; $\frac{1}{8}$ oz., 30c; $\frac{1}{4}$ oz., 50c.

MIXED.—Pkt., 5c; $\frac{1}{4}$ oz., 40c; $\frac{1}{2}$ oz., 70c.

New Wilt Resistant American Branching Aster

Large Flowers—Tall Plants

This Aster is a strong grower, 2 to 2 $\frac{1}{2}$ feet high, well branched. The flowers are borne on very long stems and are 4 inches and more in diameter. Unexcelled for cutting.

White. Deep Rose. Lavender. Scarlet. Purple. Per pkt., 10c; 3 pkts., 25c; $\frac{1}{4}$ oz., 50c; $\frac{1}{2}$ oz., 80c; any color.

MIXED VARIETIES.—Pkt., 10c; $\frac{1}{4}$ oz., 40c; $\frac{1}{2}$ oz., 70c; oz., \$1.25.

New Wilt Resistant Heart of France Aster

Heart of France opens as red as the purest ruby, deepens with age and retains its remarkable beauty. The flowers are large and full, 18 to 24 inches. Pkt., 10c; $\frac{1}{8}$ oz., 40c.

New Wilt Resistant Early Royal Aster

Plants of branching habit, 1 $\frac{1}{2}$ to 2 feet tall, free flowering. Beautiful double flowers on long stems. Fancy Mixed. Pkt., 10c; $\frac{1}{4}$ oz., 50c.

Queen of the Market Aster

Very early. A fine dwarf Aster, flowers of good size, double, and are borne on long stems. Grow about 15 inches high. Mixed colors, pkt., 5c; $\frac{1}{4}$ oz., 35c; $\frac{1}{2}$ oz., 60c; oz., \$1.00.



Crego Mammoth Aster

Aster, New California Giants

Extra large and full flowers with broad, graceful petals that are curled and interlaced, a truly beautiful Aster. The plants reach a height of three feet, blooming from midsummer until frost. Long-stemmed flowers of marvelous size for those who want the finest in their garden and for cut flowers.

Mixed Colors. Pkt., 15c; $\frac{1}{8}$ oz., 40c.

New Daybreak Aster

Most beautiful bushy branching Asters, growing about 15 to 18 inches high, with large double flowers, composed of incurved petals almost as regularly placed as in a Dahlia. Bloom early and long.

Mixed Colors. Pkt., 10c; $\frac{1}{8}$ oz., 30c; $\frac{1}{4}$ oz., 50c.

The Lovely Sunshine Aster For Cutting

A wonderful cut-flower Aster. Some of the flowers have twisted petals and others have the cushion center of tiny quills of a contrasting color; their delicate beauty is difficult to describe. The colors are pink, white, blue and lilac, in mixture. 2 feet. Pkt., 10c; $\frac{1}{8}$ oz., 30c.



American Branching Aster

Aster - Early June

Choice Early Dwarf Aster

This dwarf Aster is very valuable for its extreme earliness. The plants are of healthy, robust, branching growth, 15 to 18 inches high, and bear freely and in succession for many weeks, on long, wiry stems, perfectly formed double flowers 2 $\frac{1}{2}$ to 3 inches in diameter, the petals of which slightly recurve. Mixed colors, per pkt., 15c; $\frac{1}{4}$ oz., \$1.00; oz., \$3.00.

Isbell's Excelsior Mixture of Dwarf Asters

Where not desired for an even bed or border, we would recommend the planting of our Excelsior Mixture. It is composed of distinct and desirable colors of the different classes of Dwarf Asters and we guarantee it to give entire satisfaction. Pkt., 15c; 3 pkts., 40c; $\frac{1}{8}$ oz., 50c; $\frac{1}{4}$ oz., 85c; $\frac{1}{2}$ oz., \$1.50.

Isbell's Excelsior Mixture of Tall Asters

This mixture of the most beautiful, striking and distinct colors of all the tall-growing Asters, including the Victoria, Peony, Giant Comet, Empress, Late Branching, and other desirable sorts. Per pkt., 15c; 3 pkts., 40c; $\frac{1}{4}$ oz., 95c; $\frac{1}{2}$ oz., \$1.75.

Mixed Asters

DWARF SORTS MIXED.—Good selection. Pkt., 5c; $\frac{1}{4}$ oz., 40c; oz., \$1.35.

TALL SORTS MIXED.—Nice varieties. Pkt., 5c; $\frac{1}{4}$ oz., 30c; oz., \$1.00.

FOR NOVELTIES OF ASTERS, SEE PAGE 6.



Aster—Early June

Isbell's Selected Balsams

Make Showy Garden Plants

Balsams or "Lady's Slippers" are one of the showiest of our annuals; they succeed best in sunny spots in rich loam and are especially easy to grow, blooming from July to October. Plants grow 15 to 20 inches tall and produce an abundance of flower sprays which are fine for table decoration.

NEW BUSH DOUBLE FLOWERING.—New race of Balsams growing about 15 inches tall and producing the pretty double flowers in rich bouquets held well above the foliage. Mixed colors. Pkt., 20c.

DOUBLE FLOWERED MIXED.—Pkt., 5c; $\frac{1}{4}$ oz., 20c; oz., 50c.

ISEBELL'S BALSAM MIXTURE.—The choicest sorts and colors, our own mixture. Pkt., 10c; $\frac{1}{4}$ oz., 40c; $\frac{1}{2}$ oz., 70c.

Antirrhinum

(See Snapdragon, page 71).

Acroclinium

(See Strawflowers, page 73).

Calliopsis

Bright Colors All Summer

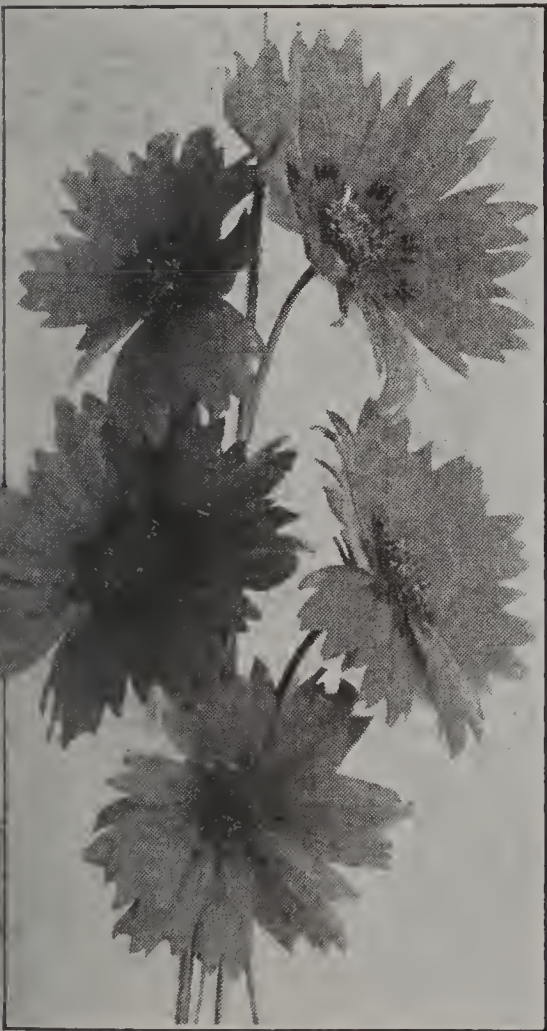
Showy and beautiful free-flowering annuals of the easiest culture, doing well in any sunny position, blooming all summer and excellent for cutting and massing. The elegant and showy flowers are greatly prized for bouquets. They will thrive most anywhere. 15 to 20 inches high.

GOLDEN WAVE (Giant Sunbeam).—From July to October covered with beautiful golden blossoms, 2 inches across. Pkt., 5c; $\frac{1}{4}$ oz., 20c; oz., 60c.

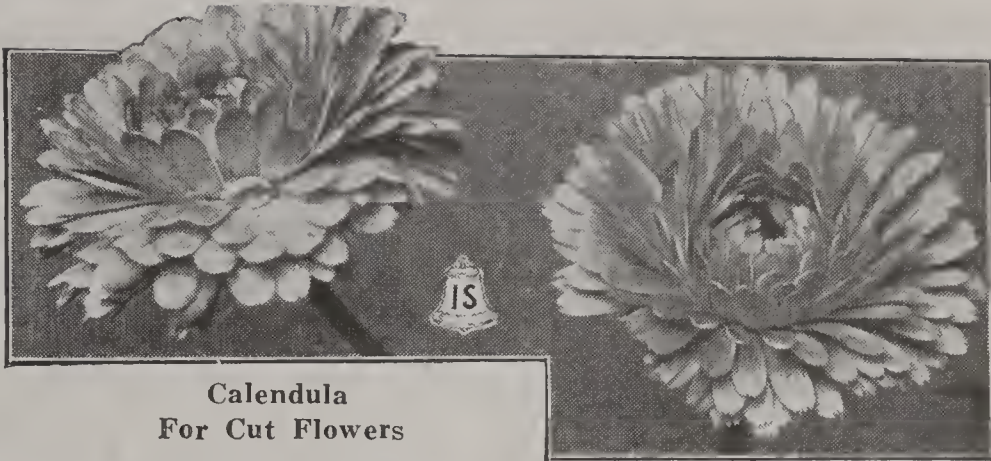
DOUBLE FLOWERING MIXED.—Produces double and semi-double flowers that are splendid for cutting. Pkt., 10c; $\frac{1}{4}$ oz., 25c; oz., 75c.

TALL MIXED.—Splendid for cutting as well as for garden display. Mixed colors. Pkt., 5c; $\frac{1}{4}$ oz., 20c; oz., 60c.

ISEBELL'S SPECIAL MIXED.—This contains all the desirable sorts and colors. It is a most pleasing mixture. Pkt., 10c; $\frac{1}{4}$ oz., 25c; oz., 75c.



Calliopsis



Calendula
For Cut Flowers

New Calendulas Choice Cut Flower

Well known, showy, hardy annuals, growing well in any good garden soil, flowering very freely, and continuing to bloom from June to November; 12 to 18 inches high. Calendulas have become very popular of late; the striking orange, red and yellow blooms are very attractive. They are excellent for cutting. Try a planting of these first week in June for late fall flowers. Beautiful for pot culture for winter blooming.

CHRYSANTHA.—All-America Selection—Gold Medal Award.—A distinct type of Calendula with large double flowers resembling a Chrysanthemum. Bright buttercup-yellow color. Grows long stiff stems, making it ideal for cutting. Blooms until frost. Pkt., 15c; $\frac{1}{4}$ oz., 50c.

ORANGE SHAGGY.—All-America Selections—Gold Medal Award. The shaggy flowers are deep orange, shading lighter at the center. Exceedingly graceful and informal in appearance, in striking contrast to the formal type in general use. Very free flowering and long stemmed for cutting. Pkt., 15c; $\frac{1}{4}$ oz., 50c.

CAMPFIRE.—Extremely large flowers of very deep orange with a scarlet sheen. The largest and finest sort in the garden. Long stemmed, fine for cutting. 18 to 20 inches. Pkt., 10c; $\frac{1}{4}$ oz., 35c.

ART SHADES.—Special mixture of light shades that will make an artistic display. Pkt., 10c; $\frac{1}{4}$ oz., 40c.

GOLDEN BEAM.—New. Lovely golden yellow flowers with quilled petals. Pkt., 10c; $\frac{1}{4}$ oz., 40c.

MIXED.—Many varieties. Pkt., 5c; $\frac{1}{2}$ oz., 25c.

ISEBELL'S CALENDULA MIXTURE.—All the best kinds and all colors. Pkt., 10c; $\frac{1}{4}$ oz., 25c.

Candytuft Sweet Scented Flowers for Cutting

For Edging and Mass Planting

Candytufts are among our best plants for edging, bedding, and for cutting. They are hardy annuals, bearing profusely large spikes of flowers during the season. Sown outdoors in April, the plants will bloom from July to September. Successive sowings will lengthen the season. 12 inches high.

GIANT EMPRESS.—A fine variety bearing large trusses, pure white, in pyramidal-shaped spikes. Pkt., 10c; $\frac{1}{4}$ oz., 25c.

ROSE PINK.—Bright rosy red. Pkt., 10c; $\frac{1}{4}$ oz., 20c.

MIXED COLORS.—A nice mixture. Pkt., 5c; oz., 25c.

ISEBELL'S CANDYTUFT MIXTURE.—All the best sorts and colors known. Pkt., 15c; $\frac{1}{4}$ oz., 30c.

California Blue Bells

For Edging and Rock Gardens

PHACELIA.—Very beautiful annual, producing terminal racemes of lovely gentian-blue flowers. Effective for edging, masses and rock garden. Blooms early and lasts a long time. We sent out many free trial packets of this and received hundreds of letters highly praising it. Pkt., 10c; $\frac{1}{8}$ oz., 25c.

Cannas

Cannas, with their luxuriant foliage and immense flowers of the most brilliant colors, are easily the most useful and showy garden plants for the American climate. Seeds should be started in the house in February and March.

MIXED CANNAS.—Many varieties and colors. Pkt., 5c; $\frac{1}{2}$ oz., 25c; oz., 35c.

Cobaea A Lovely Vine

Cup and Saucer Vine or Cathedral Bells. One of the handsomest and most rapid growing annual climbers. The flowers are bell-shaped and of a purplish lilac color. Pkt., 10c; $\frac{1}{4}$ oz., 25c.

Centaureas Bloom from July Until October

Cornflowers; Sweet Sultans

The popular Cornflower, known also as Bachelor's Buttons, Ragged Sailor and Bluet. They are beautiful and effective plants for beds and borders. Hardy annuals, requiring little care and usually reseeding themselves. A bunch of blue sorts, with a few yellow Calliopsis, Marigolds, Calendulas or California Poppies is very pretty. Plants grow 18 to 20 inches high; blooming season June to November.

CYANUS, DOUBLE BLUE.—Pkt., 10c; ¼ oz., 25c; oz., 75c.

CYANUS, DOUBLE PINK.—Pkt., 10c; ¼ oz., 25c; oz., 75c.

CYANUS, DOUBLE MIXED.—The beautiful double Cornflower. Shades of blue, pink, white. Pkt., 5c; ¼ oz., 20c; oz., 65c.

IMPERIALIS (Royal Sweet Sultans).—The lovely sweet scented artistic shaped flowers are borne on long, strong stems. Pkt., 10c; ¼ oz., 25c.

ISBELL'S CENTAUREA MIXTURE.—The very finest sorts for cut flowers. Pkt., 15c; ½ oz., 50c.

Chrysanthemum (Hardy Annual Sorts)

For Color in the Garden and for Cutting

Showy and very effective annuals of easy culture, doing especially well in our state. The plants have delicate foliage, and produce beautiful flowers in abundance. Splendid for cutting.

SINGLE MIXED.—2 feet tall. Pkt., 5c; ½ oz., 25c.

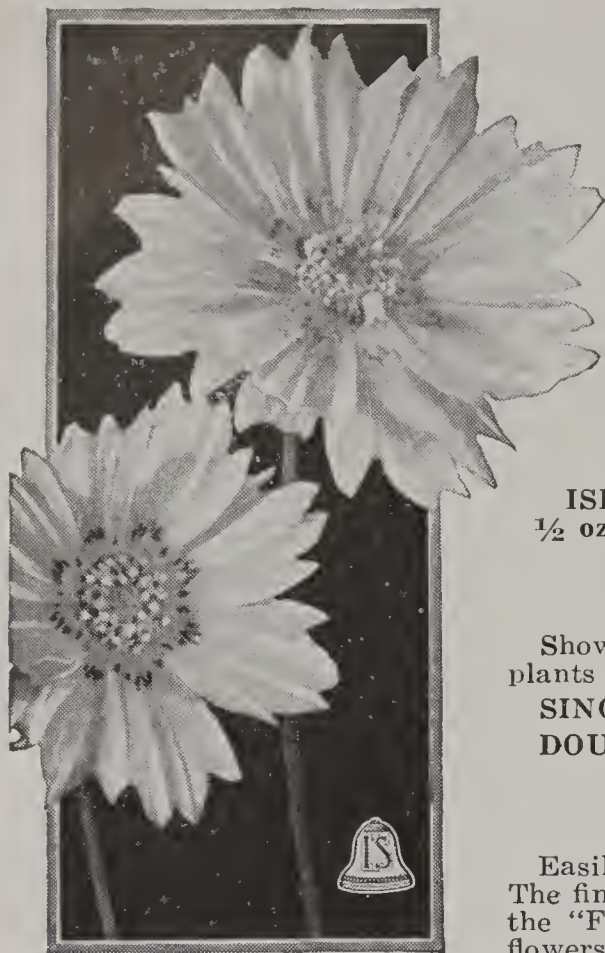
DOUBLE MIXED.—3½ to 4 feet tall. Pkt., 10c; ½ oz., 35c.

Clarkia

For Fine Bouquets

Easily grown annual, doing well in rather poor soil, either in full sun or partial shade. The fine double flowers come in clusters on long sprays and need staking; these sprays resemble the "Flowering Almond." Makes a striking display in the garden and when cut in bud, the flowers all open when placed in water. 2 feet tall.

DOUBLE FANCY MIXED.—Pkt., 10c; ¼ oz., 25c.



Yellow Daisy

Cosmidium - Annual Yellow Daisy

Splendid for Bouquets

Beautiful hardy annual of easy culture. Blooms all summer and the flowers resemble Daisies or Calliopsis; are of golden yellow color, some showing a darker colored disk. Excellent for cutting. Deserving of a place in every garden. 2 feet. Pkt., 5c; ¼ oz., 25c; ½ oz., 35c.

Coleus

A Handsome Foliage Plant

Very broad, heart-shaped leaves of exceeding richness and beauty, easily grown from seed. The leaves are nicely crimped and frilled and their color combinations are remarkably brilliant, showing shades of green, yellow, white, pink, red, crimson and purple. Indispensable for borders and bedding; excellent for window garden. Mixed colors, pkt., 20c; 3 for 50c.

Chinese Money Plant

(See Lunaria, page 73).



Centaurea—Sweet Sultan

Cosmos Blooms All Summer Until Frost

For Summer and Fall Bouquets

A tall, graceful, showy annual, enjoying the widest popularity. Blooms profusely in late summer and autumn. The season of bloom can be lengthened by starting the seeds in boxes, in early spring. Excellent for cut flowers. Plants 4 to 5 feet high; should be used freely for background or tall hedge.

SENSATION.—All-America Selections—Award of Merit. The largest flowering early Cosmos, equal in size of flowers to the late type. Plants grow 4 to 5 feet tall. The flowers are 4 to 6 inches across. Colors are light pink, dark pink and white. See color illustration on back cover. Mixed colors. Pkt., 20c.

ORANGE FLARE.—All-America Selections—Gold Medal Award. This new and very lovely orange colored Cosmos blooms profusely and early. Nothing equals it for brilliance of color either in the garden or in bouquets. Give it a sunny location. Pkt., 15c; ¼ oz., 50c.

NEW DOUBLE FLOWERING.—This new sort produces beautifully formed, round, crested flowers in shades of red, pink, and white. As valuable for garden display as for cut flowers. Pkt., 15c; ¼ oz., 45c.

EARLY FLOWERING GIANT MIXED.—A fine strain of early blooming, large-flowered Cosmos. Mixed Colors. Pkt., 10c; ¼ oz., 25c; oz., 75c.

COSMOS, MIXED VARIETIES.—All colors. Pkt., 5c; ½ oz., 30c; oz., 50c.

ISBELL'S COSMOS MIXTURE.—All the distinct varieties in all known colors. Will supply you with beautiful cut flowers through the blooming season. Pkt., 15c; ¼ oz., 35c; oz., \$1.00.



Single Cosmos

Celosia or Cockscomb

For Bright Colors
in the Garden

Free flowering, highly ornamental plants of easiest culture, growing best in rather light soil. Blooming season June to November. They make grand border plants and the flowers are suitable for winter bouquets. The dwarf sorts are attractive for pot culture.

CRISTATA (Dwarf Mixed).—The flowers form combs of brilliant shades of red and yellow. The plants grow 10 to 12 inches tall. Pkt., 10c; 1/8 oz., 30c.

CRISTATA (Mammoth).—2 feet. Comblike flowers of large size and rich color. Plants tall and strong. Pkt., 10c; 1/8 oz., 20c.

PLUMOSA (Feathered Cockscomb).—Plants grow 2 to 3 feet high and produce feathery plumes of vivid colors. Pkt., 5c; 1/4 oz., 30c.

CELOSIA CHILDSI (The Chinese Woolflower).—See page 6. Pkt., 15c; 3 pkts., 40c.

Daisies For Cut Flowers and Garden Display

LARGE SINGLE WHITE DAISY.—These single-flowering annual Daisies are showy and effective garden plants, extensively grown for cut flowers. 2 feet. Pkt., 5c; 1/4 oz., 20c; oz., 60c.

NEW ORANGE DAISY—Venidium. Magnificent new annual from South Africa. 2 to 3 feet high with grayish, silky foliage and a wealth of rich orange colored, daisy-like flowers, 4 to 5 inches across. Requires sunny position. Pkt., 20c.

BLUE-EYED DAISY.—Large, daisy-like flowers of pure glistening white with deep blue ring around the center. Fine cut flower, attractive gray-green foliage. Plant grows 24 inches high and blooms profusely. Pkt., 10c; 1/4 oz., 40c.

AFRICAN DAISY—Dimorphotheca.—Imagine a riot of colors varying from purest white, bluish white and red—with tints of lemon-sulphur, light orange and salmon-rose. Flowers are produced in greatest profusion nearly all summer. 12 to 15 inches high. Should be planted in a sunny location and requires little care. Pkt., 10c; 1/4 oz., 30c.

SHASTA DAISY.—Hardy Perennial. See page 94.

Dianthus - Annual Garden Pinks

See page 7, color section

Four O'clocks

A Favorite for Hedges

MIRABILIS OR MARVEL OF PERU.—Well known hardy annual succeeding anywhere. Handsome plants, 2 feet high, covered all summer with hundreds of bright colored, showy, sweet scented flowers. They make a wonderfully attractive hedge or solid long row. Mixed. Pkt., 5c; oz., 20c; 1/4 lb., 60c.



Celosia, Dwarf



Gaillardia

Escholtzia - California Poppy

Attractive Foliage—Gay Flowers

Extremely handsome, low and quick growing annuals, with finely cut, bluish foliage and cheerful, bright colored, poppy-like blossoms. They are most effective when grown in beds of considerable size. Sow early in spring. Very hardy, blooming June to November. Plants 9 to 12 inches high.

CALIFORNICA (Golden West).—The original golden yellow California Poppy. Pkt., 5c; 1/2 oz., 15c; oz., 25c.

FRILLED RAMONA HYBRIDS.—New. Beautiful, frilled flowers in many pleasing colors. Very lovely. Pkt., 10c; 1/4 oz., 30c.

DOUBLE MIXED.—With lovely double flowers in shades of yellow and white. Pkt., 10c; 1/2 oz., 35c.

MIXED COLORS.—A nice mixture, which should be planted freely in every garden. Pkt., 5c; 1/2 oz., 25c; oz., 40c.

Forget-Me-Not - Myosotis

Blooms Early in the Spring

The National Flower of Belgium. Dainty, elegant little flowers, all of which bloom profusely in early spring. They love shady, moist places. Once at home in a garden, they establish themselves by self-seeding. They are beautiful for borders, edging and for pot culture. Average height 8 inches.

VICTORIA.—Flowers large, bright azure-blue. Dwarf plants. Pkt., 10c; 1/8 oz., 50c.

BLUE ALPINE.—Of trailing habit, with bright blue flowers. Pkt., 5c; 1/4 oz., 35c.

PINK ALPINE.—The popular rose-pink sort. Pkt., 5c; 1/4 oz., 35c.

CHINESE FORGET-ME-NOT (Cynoglossum).—18 inches high. Will produce during the entire summer lovely sprays of intense blue Forget-me-not-like flowers. Pkt., 5c; 1/2 oz., 25c.

PALUSTRIS.—The perennial Forget-me-not. See list of Perennials.

Gaillardia Blanket Flower

Bright Colors—Free Flowering

Remarkable for the brilliancy of its flowers, which are produced in great profusion all through the summer; desirable bedding plants, and excellent for cutting. They prefer a sunny position. Plant about 15 inches high; in bloom July to November.

PERFECTION DOUBLE MIXED. Rich shades of red and yellow. Pkt., 10c; 1/4 oz., 25c; 1/2 oz., 40c.

SINGLE MIXED.—Large daisy-like flowers of brilliant colors. Fine for cutting. Pkt., 5c; 1/4 oz., 25c; 1/2 oz., 40c.

Dahlia

Easily Grown From Seed

One of our best autumn-flowering plants; blooms until killed by frost; half hardy perennial, blooming the first year from seed if sown early. They prefer rich, deep soil.

THE FAMOUS COLTNESS HYBRID DAHLIAS.—In shades of red, yellow, orchid, etc. They make a brilliant show in the garden in the fall and are highly prized for cut flowers. Flowers single and semi-double. 18 to 24 inches high. Pkt., 15c; 1/8 oz., 35c.

DOUBLE MIXED.—Many colors. Pkt., 15c; 1/8 oz., 35c.

SINGLE PERFECTION.—Large and showy. Pkt., 10c; 1/4 oz., 25c.



Escholtzia



Ornamental Gourds

Gourds with Ornamental Fruits

Easily grown ornamental climbing plants that produce bright colored, small ornamental fruits. These make excellent toys for the children and are popular for use as a table decoration, placed in suitable bowls. Our mixture contains twenty-five different sorts from many foreign countries. **Mixed Ornamental Gourds.** Pkt., 10c; ½ oz., 25c.

Geranium

These grow readily from seed the first year and produce blooming plants the first summer. There is a great deal of pleasure in watching them develop from seed, and there is always the chance of thus securing something new. 18 to 24 inches.

ISELL'S "GOOD VENTURE" MIXTURE.—This collection embraces all the newer varieties; flowers are large and round, some forming trusses 15 inches across. Pkt., 20c.

Ice Plant - Livingston Daisy

CRINIFLORUM.—The plants, which are of slightly spreading habit, are literally covered with daisy-like flowers, measuring about 2 inches, of the most delightful shades imaginable. There are pure whites tinted with rose, crimson, pink and buff; and self colors including primrose, golden, buff, crimson and pink. An ideal carpet or rockery plant and a gem for edging. Will succeed well in poor soil. Pkt., 20c.

Lobelia

Lovely Blue Flowers for Edging

This popular and beautiful flowering plant is most desirable for rock gardens, pot culture, edgings, hanging baskets, etc., blooming profusely from June to November.

CRYSTAL PALACE.—Rich deep blue flowers, dark foliage; finest bedding variety. 6 inches high. Pkt., 10c; ⅓ oz., 40c.

FINEST MIXED.—Dwarf sorts in shades of blue and white. Pkt., 5c; ⅓ oz., 35c.

Lavender Lace - Didiscus

Very Graceful—For Bouquets

Attractive annual plants with beautiful, long-stemmed, pale lavender flowers that resemble blossoms of Queen's Lace. A lovely garden plant and cut flower. Plants grow 2 feet high. A constant bloomer and of easy culture, only the seed germinates rather slowly. Pkt., 10c; ⅓ oz., 25c.

Annual Larkspurs of Charming Color

Well known annuals of great beauty and noted for richness of color. Easily grown and much prized for cut flowers. Sow seed in the open ground either in early spring or late fall. They flower quickly from seed.

CARMINE KING.—3 to 4 feet. New Giant branching Larkspur; flower stems three to four feet long. Flowers a lovely carmine-rose color. Pkt., 10c; ¼ oz., 40c.

NEW LA FRANCE.—3 to 4 feet. The most striking color of all. The large, well-formed double flowers are of a pleasing salmon-pink. Pkt., 10c; ¼ oz., 40c.

GIANT BLUE SPIRE.—3 to 4 feet. Flowers are of intense dark blue color on fine long spikes. Pkt., 10c; ¼ oz., 40c.

GIANT BLUE BELL.—3 to 4 feet. A fine light blue variety with long flower spikes. Ideal for cutting. Pkt., 15c; ¼ oz., 50c.

GIANT IMPERIAL.—4 feet. Ideal for general garden use and for cut flowers. The flower stems are 3 to 4 feet long and branch from the base of the plants. Beautiful delphinium-like spikes of double flowers. Mixed colors. Pkt., 10c.

DOUBLE TALL ROCKET.—3 feet. All colors mixed. Pkt., 5c; ½ oz., 25c; oz., 40c.

DOUBLE DWARF ROCKET.—Plant grows 2 feet tall. Finest mixed. Pkt., 5c; ½ oz., 30c; oz., 50c.

ISELL'S LARKSPUR MIXTURE.—Lovely annual sorts; fine varieties and colors for cut flowers. This mixture should be planted very generously. Pkt., 15c; ¼ oz., 30c; oz., 85c.



Larkspur

Gypsophila - Baby's Breath

Hardy annual, 3 feet high. The flowers are small, starlike, and borne in feathery sprays which are highly esteemed for cut flowers, as they lend a most graceful effect when combined with other flowers in bouquets.

ELEGANS.—The annual variety. Pkt., 5c; ½ oz., 25c; oz., 40c.

PANICULATA.—The perennial kind. See list of Perennials, pages 75 to 77.

Heliotrope

For Delightful Fragrance

Everyone loves the delightful fragrance and beauty of the Heliotrope, but few know that it can be raised from seed as easily as the Verbena. 18 inches.

MAMMOTH FLOWERING, MIXED COLORS.—The flower heads of this new strain are of large size, delicious fragrance. White and blue shades. Pkt., 15c; ⅓ oz., 50c.

Hollyhock

The Annual Sort

Desirable garden plants of tall growth suitable for a background, or to plant in clumps and single rows.

NEW ANNUAL EVERBLOOMING.—Double and single. A wonderful acquisition. Seed sown early indoors will bloom in July. Sown outdoors in May will bloom in August. Pkt., 10c; ¼ oz., 30c; oz., 90c.

Kochia - Summer Cypress

Nice For a Hedge

Sometimes called Burning Bush. This annual plant is of surprisingly rapid growth, regular pyramids about 2 feet high. Leaves slender, of light pea-green until fall, changing to blood-red and carmine. May be grown singly or in the form of a group or hedge for a background. Of very easy culture. Pkt., 5c; ½ oz., 20c.



Kochia or Summer Cypress

Marigolds of Bright Colors

For a Showy Garden Display and Cut Flowers

In late summer, when many bedding plants are past their best, Marigolds afford a wealth of bloom and color that is simply invaluable. They make fine bouquets, a vase of Marigolds combined with blue Cornflowers or with Larkspurs is very striking. Of easy culture.

Tall Marigolds

GUINEA GOLD.—The New Carnation-Flowered Marigold. All-America Selections—Gold Medal Award. The most glorious of all the Tall Marigolds. Each plant produces 30 to 40 large flowers of a brilliant shade of orange flushed with gold. Flowers are semi-double, resembling Giant Carnations. The characteristic Marigold odor is much less in evidence. An outstanding sort. 2 to 2½ feet high. Pkt., 15c; ¼ oz., 50c.

NEW YELLOW SUPREME.—See color pages, front of catalog. Pkt., 15c.

ORANGE ALLDOUBLE.—Fine large, all-double flowers of rich orange color on long stems. The plants grow 30 inches high and bloom most profusely. Pkt., 15c; ¼ oz., 50c.

LEMON QUEEN.—3 feet. Large, double, lemon-colored flowers. Pkt., 10c; ¼ oz., 25c; oz., 75c.

AFRICAN MIXED.—3 feet. Large, double; beautiful shades. Pkt., 5c; ½ oz., 25c; oz., 40c.

ISELL'S TALL MARIGOLD MIXTURE.—Many fine varieties in all colors. Pkt., 15c; ½ oz., 35c; oz., 60c.

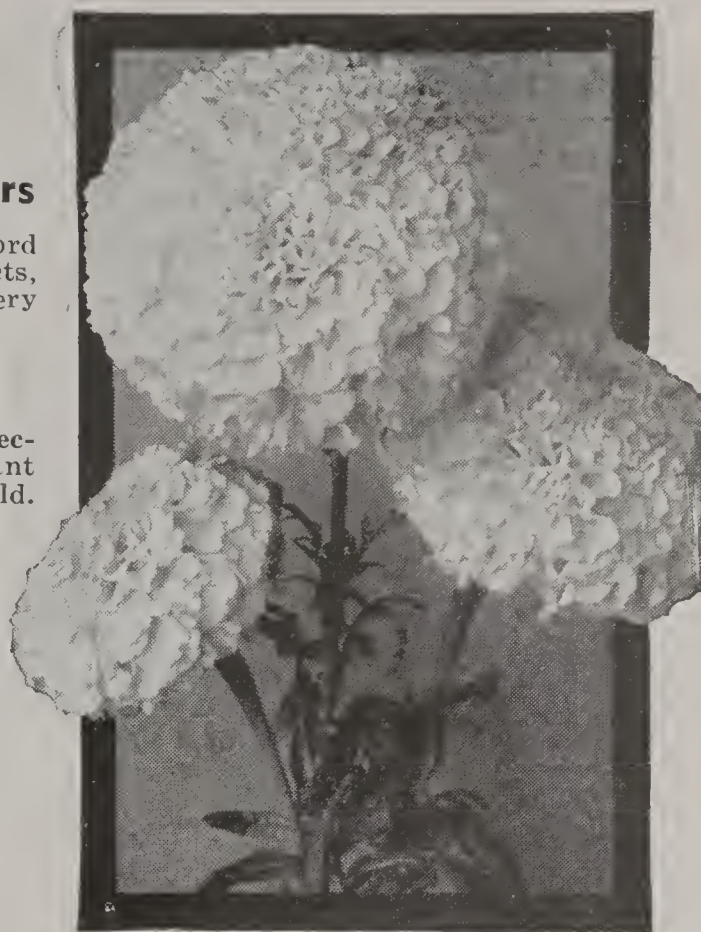
Marigold - Dwarf Varieties

DWARF DOUBLE QUEEN.—A grand bedding plant. Lovely golden yellow flowers, 2 to 3 inches across, with rather flat petals giving a novel effect of softness. 18 inches. Pkt., 10c; ⅛ oz., 30c.

MEXICAN DWARF ORANGE.—Distinctly new and different in flower form, producing great quantities of large, bright orange-colored flowers with tubular-petaled flowers. Pkt., 10c; ⅛ oz., 25c.

DOUBLE MIXED.—Many varieties. Pkt., 5c; ½ oz., 25c; oz., 40c.

LITTLE GIANT.—The New Dwarf Compact Marigold for Edging. Something entirely different. The plants grow only six inches high and are covered with great masses of pretty, single, golden orange flowers. The plants spread 8 to 10 inches, are well rounded, with slender fernlike foliage. Pkt., 15c; ¼ oz., 40c.



Marigold



Morning Glory

Lupinus or Lupins

Long Spikes of Colorful Flowers

Free-flowering annuals of easy culture; long, graceful spikes of rich colored, pea-shaped flowers. Fine for borders, large beds and for cutting. Prefers a little shade.

NEW GIANTS.—Wonderful flower spikes with large blooms in shades of blue, pink and white. The plants grow 3 to 4 feet tall, with 4 to 6 long spikes to the plant. Pkt., 10c; ¼ oz., 30c.

ANNUAL MIXED.—2 feet. Pure white, light and dark blue, rose and bright pink. Pkt., 5c; oz., 30c.

PERENNIAL MIXED.—See list of Perennial Flowers.

Mignonette - Reseda

Of Delightful Fragrance

No garden is complete without at least a small bed of Mignonette. It is a well known fragrant annual of easiest culture. Successive sowings should be made to keep up a supply of flowers from spring until frost. Plants 12 to 15 inches high. Pkt., 5c; ½ oz., 15c; oz., 25c.

Morning Glories of Many Colors

Climbers of rapid growth, with beautiful and varied flowers. Seed should be soaked in warm water for twenty-four hours before planting.

Heavenly Blue - Early Flowering

The flowers measure from 3½ to 4 inches across, sky-blue with a white throat. They are profuse bloomers and during a long season the vines are a mass of baby-blue blossoms. Plant in a dry, sandy location and do not fertilize. Pkt., 15c; ½ oz., 45c; oz., 75c. See color illustration on page 7.

IMPERIAL JAPANESE. Large flowering strain in beautiful and distinct colors. The colors run from clear white through all tones of red, blue, and purple. Pkt., 5c; oz., 20c; ¼ lb., 60c.

NEW GIANT ORIENTAL.—New strain of super giant flowers measuring over 6 inches across. The color range is very extensive and simply magnificent. You will be more than pleased with these new sorts. Pkt., 15c; ½ oz., 25c.

BRAZILIAN MORNING GLORY.—Grapelike leaves a foot wide. The rose-colored flowers measure 2 to 3 inches across and show a five-pointed star; these are followed by curious seed pods. Pkt., 10c; ½ oz., 25c; oz., 40c.

TALL MORNING GLORY.—An old-fashioned popular climber, showing many shades of color. White to dark blue, red and striped. Mixed, pkt., 5c; oz., 15c; ¼ lb., 40c.

Moonflower - Beautiful Rapid Climbers

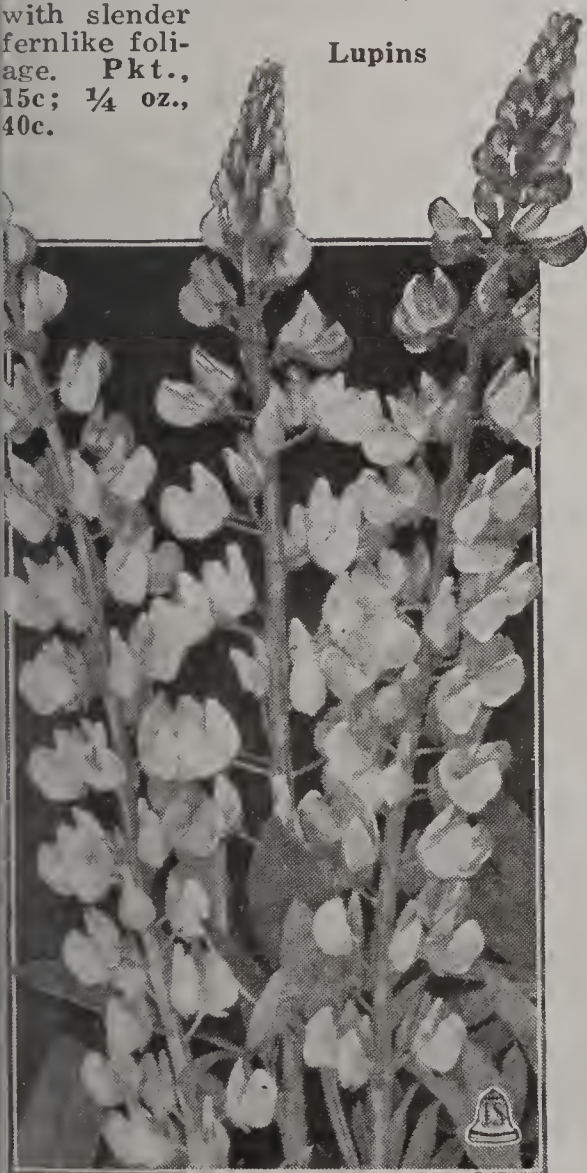
The seed should be soaked in warm water for 24 hours before planting. The large seeds about the size of a pea, should be notched with a file.

WHITE-SEEDED (Grandiflora Alba).—It bears in greatest profusion immense, lovely white flowers, five to six inches in diameter. Pkt., 10c; ½ oz., 25c; oz., 40c.

GIANT PINK.—Huge flowers of soft lilac-pink color. Pkt., 10c; ½ oz., 25c; oz., 40c.

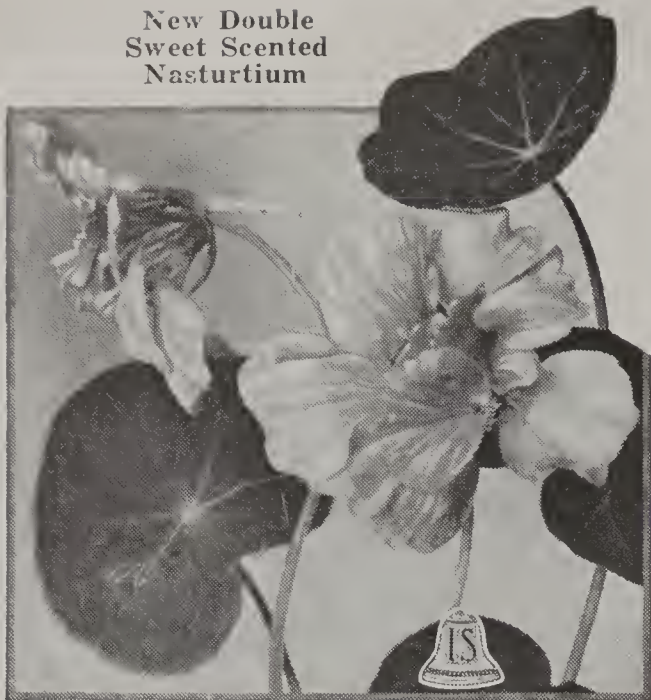
NEW DOUBLE "ROSE MARIE."—An early, free-flowering double form. Of a beautiful shade of deep rose. Pkt., 15c; ½ oz., 40c.

NEW CROSS BRED.—Blooms early. The flowers are large and very numerous, of violet-blue color. Pkt., 10c; ½ oz., 25c; oz., 40c.



Lupins

New Double
Sweet Scented
Nasturtium



Nasturtiums

Grand Bouquets
All Summer

For summer display in large or small beds, nothing can surpass Nasturtiums. They start to bloom early and keep up a continuous display of bright colored flowers until hard frost in fall. Nasturtiums are much used for table decoration.

New Sweet Scented Double Nasturtiums

Flowers Are Delightfully Fragrant

GOLDEN GLEAM.—Gold Medal—All America Selections. Semi-double and double flowers of rich golden yellow color and delightful fragrance. Round bushes with short runners, well covered with large flowers on stiff, erect stems, making it a wonderful cut flower. Pkt., 10c; oz., 20c.

SCARLET GLEAM.—Gold Medal—All America Selections. The second introduction in this new class. The extra large double flowers are a fiery orange-scarlet, and the sweet fragrance is more pronounced. Pkt., 10c; ½ oz., 20c.

GLORIOUS GLEAM HYBRIDS.—These new Hybrids are gorgeously colored, large, well formed, double flowers of dazzling beauty. In the garden or for cutting no flower could be more lovely. Mixed colors, pkt., 10c; oz., 25c.

NEW DOUBLE DWARF GEM.—All-America Selections—Award of Merit. Sweet scented double flowers of bright colors on truly dwarf and compact bushes. The ideal flower for a dwarf border or for edging. The color range is excellent. Pkt., 15c; ½ oz., 25c.

The Colorful Annual PHLOX

Vivid Colors—Long Blooming Season

The annual Phlox surpasses almost everything else in dazzling brilliancy and yet is of the easiest culture. Plants are of neat, compact growth and will thrive on any soil, if given a sunny location. Plants from seed sown in open ground in fall or early spring will begin flowering in June and remain literally covered with bloom until late in autumn. 12 inches.

ART SHADES GIANTS.—New. Largest of all Phlox, beautiful art shades. See color plate on back cover. Pkt., 20c.

BRIGHT PINK.—Very fine for bedding. Pkt., 10c; ¼ oz., 30c.

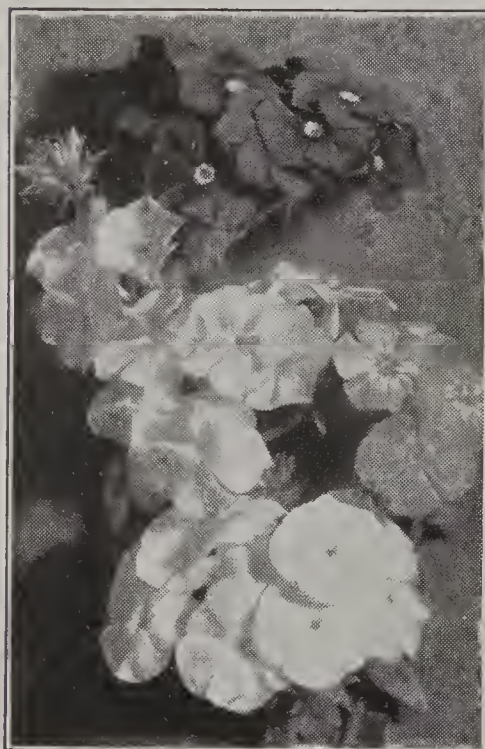
BRILLIANT SCARLET.—Extra showy. Pkt., 10c; ¼ oz., 30c.

GRANDIFLORA MIXED.—Many colors, a splendid mixture that will make a bright color display. Pkt., 10c; ¼ oz., 40c; oz., \$1.25.

PHLOX DRUMMONDI MIXED.—The popular small-flowering sorts; all colors. Pkt., 5c; ¼ oz., 30c; oz., \$1.00.

STAR PHLOX.—Beautiful star-shaped and fringed flowers of all shades. Very attractive for bedding. Pkt., 10c; ¼ oz., 30c.

ISBELL'S PHLOX MIXTURE.—All the above sorts and many others included in this superfine mixture. Guaranteed to please. Pkt., 15c; ¼ oz., 50c; oz., \$1.75.



Phlox Drummondii

Portulaca, the Bright Colored Rose Moss

Succeeds Best on Hot Dry Spots

Also called "Sun Plant." This charming little annual is unrivaled for brilliancy among plants of low growth; hot sun and light sandy soil suit it best. Nothing is prettier for beds, edgings, rockwork, etc. Through the driest, hottest seasons it flourishes amazingly, carpeting the ground with a mat of foliage that is almost hidden by an abundance of pretty flowers. Height 6 inches. Do not plant seed until weather is warm. It is well to mix the seed with three or four times its bulk of dry sand or soil, which permits an even and easy distribution of the seed. A fine plant for the rock garden.

DOUBLE FINEST MIXED.—Flowers perfectly double, of the most brilliant colors. Pkt., 10c; ¼ oz., 45c; oz., \$2.50.

NEW UPRIGHT STEM.—This new sort carries the fine double flowers on upright stems, showing them up to better advantage. The color range is exceptionally fine. Pkt., 15c; ¼ oz., 75c.

SINGLE MIXED.—All colors. Pkt., 5c; ¼ oz., 20c; oz., 60c.

PARIS BEAUTY.—Flowers are twice as large as those of other sorts. Color a most dazzling purple-scarlet. Pkt., 10c; ¼ oz., 35c.

Annuals for Cut Flowers

Antirrhinum
Aster
Calendula
Calliopsis
Centaurea

Clarkia
Cosmos
Dianthus
Didiscus
Dimorphotheca

Eschscholtzia
Gaillardia
Gypsophila
Helichrysum
Larkspur

Marigold, Tall
Mignonette
Salpiglossis
Scabiosa
Stocks
Zinnias



Double Portulaca

CHOICE MIXED DWARF.—A very good general purpose mixture. Pkt., 5c; oz., 15c; ¼ lb., 40c; lb., \$1.25.

Tall Nasturtiums

For porch boxes, hanging baskets, and vases. They are also equally beautiful if simply grown trailing over the ground. Very free flowering and large blossoms.

Isbell's Special Tall Mixture

This mixture contains the choicest colors of the Tall Nasturtiums, the rich, velvety varieties, and the new hybrids. The flowers are much larger than the old-fashioned kind. Pkt., 10c; oz., 20c; ¼ lb., 60c; lb., \$1.75.

CHOICE TALL MIXED.—This contains a very good mixture of many colors. Pkt., 5c; oz., 15c; ¼ lb., 40c; lb., \$1.25.

Nicotiana

SWEET SCENTED TOBACCO PLANT

One of the most effective annuals, and easy to grow from seed. The plants are loaded with highly perfumed flowers throughout the season. Do not plant out until danger of frost is over.

AFFINIS HYBRIDA.—Of branching habit, 2 to 2½ feet high, each plant bearing thousands of flowers during the summer and autumn. Delightfully sweet scented. White, blue, red and rose, mixed. Pkt., 5c; ¼ oz., 20c.

SYLVESTRIS.—A fine plant of pyramidal growth, producing dense panicles of long, tubular, pure white, highly perfumed flowers. 3 feet. Pkt., 10c; ¼ oz., 25c.

Superb Pansies

New Giant Flowering Sorts

"ALPENGLOW" SWISS GIANT.—The color is a rich garnet-red with dark blotches. A very striking and attractive flower. Pkt., 20c; 3 for 50c.

GIANT MASTERPIECE or RUFFLED PANSY.—Remarkable for having its petals waved or curled, giving the flowers a double appearance. Pkt., 10c; 1/8 oz., 60c.

MASTODON MIXED.—Our mixture contains many shades and color combinations of this popular American strain. Pkt., 15c; 1/8 oz., 75c; oz., \$5.00.

MAPLE LEAF GIANTS.—Distinct variety of extraordinary size, up to 4 inches in diameter. The leaves also are very large. The flowers are of wonderful substance and fine form while the color range is exceptionally large. Mixed colors. Pkt., 35c.

NEW DWARF GIANTS.—This new strain produces very handsome and beautifully marked flowers of enormous size, often measuring 4 to 5 inches across. The plants are of vigorous growth but of dwarf, compact habit. Mixed colors. Pkt., 25c.

SWISS GIANTS MIXED.—This new giant-flowered strain has created a sensation wherever grown. Flowers are of mammoth size, perfectly round and produced on long stems. The colors are magnificent. Pkt., 25c; 3 pkts., 65c; 1/4 oz., \$2.50.

Isbell's "Prize Flower" Mixture

This special Isbell strain comprises the finest collection of Giant-flowered types of Pansies, and represents the highest obtainable degree of perfection at the present time, as regards size and coloring of the flowers. The cream of the crop is procured by us for this mixture. Pkt., 25c; 3 pkts., 65c; 1/8 oz., \$1.25; 1/4 oz., \$2.25.

GIANT PANSY MIXTURE.—Comprises many strains and colors; giant flowers, but not so complete as our International Mixture. Pkt., 10c; 1/4 oz., \$1.00; oz., \$3.50.

LARGE FLOWERING BEDDING PANSIES.—Admirably suited for beds and borders, where masses of distinct colors are required. The flowers are not the largest type, but the plants are remarkably free-flowering. Mixed Colors, Pkt., 5c; 1/4 oz., 50c; oz., \$1.50.

New Early Blooming Hardy Pansies

This new type of Pansy is valuable on account of its hardiness and earliness. If given slight protection they will be found perfectly hardy, beginning to bloom about the end of March. Flowers are large, show many beautiful colors, and have a sweet perfume. Pkt., 20c.

Tufted Pansies (Violas)

Hardy perennial plants. While the Tufted Pansies do not produce as large flowers as the regular type, yet they bloom more profusely and for a longer time. If sown in April the plants will flower in June, continuing a show of bloom until frost, and the following spring they flower again. Mixed. Pkt., 10c; 1/8 oz., 50c.

PANSY NOVELTIES—See page 7.



Pansies



Fluffy Ruffles Petunia

Pretty Petunias

Giant Flowering Single and Double

NEW MARVELOUS DOUBLE.—In beauty, size, form, and color it surpasses anything we have ever seen before. It would be impossible to describe at length the many variations in form and color. Many flowers measure five inches across and are fluted, frilled and ruffled. Pkt., 35c; 2 pkts., 60c.

DOUBLE CARNATION-FLOWERED.—Nice double flowers of medium size, resembling Carnations. Very free-flowering, medium height. Fine for bedding. Pkt., 25c.

DWARF GIANT FRINGED.—A dwarf, sturdy growing type. Beautifully ruffled and frilled single flowers of large size. Fine bedding sort. Pkt., 35c.

GIANT FLUFFY RUFFLES.—These giant single Petunias are very large flowered, but the great beauty of the flowers is that the petals are waved and frilled. Pkt., 35c; 2 pkts., 60c.

Dwarf Single Bedding Petunias

For a Brilliant Display In the Garden

HEAVENLY BLUE.—A silvery light blue. Pkt., 15c; 1/8 oz., 75c.

CRIMSON KING.—Deep red. Pkt., 15c; 1/8 oz., 40c.

ROSE OF HEAVEN.—Brilliant rose. Pkt., 10c; 1/8 oz., 35c.

ROSY MORN.—A lovely light pink. Pkt., 10c; 1/8 oz., 45c.

ROYAL PURPLE.—Beautiful dark violet-blue. Pkt., 15c; 1/8 oz., 50c.

TRUE BLUE.—Steel-blue or mid-blue. Pkt., 15c; 1/8 oz., 50c.

FINE MIXED.—Good bright colors and many sorts. Pkt., 5c; 1/4 oz., 35c; oz., \$1.00.

FRINGED MIXED.—New dwarf bedding sorts with fringed petals. Many colors. Pkt., 25c.

DWARF GIANTS MIXED.—New strain of extra large flowered bedding Petunias. Pkt., 35c.

PETUNIAS, BEDDING—ISBELL'S SPECIAL MIXTURE.—A very fine, selected strain of the single-flowering bedding Petunias. All colors, carefully blended, to give you the best satisfaction. Pkt., 15c; 1/8 oz., 50c; oz., \$3.00.

The New Miniature Petunias

For Bedding and Borders

PINK GEM.—It forms a neat compact plant eight inches high, literally smothered with deep pink flowers 2 inches in diameter. Indispensable for borders, window boxes and for bedding. Planted with dwarf blue Ageratum, the effect is very charming. Pkt., 20c; 1/8 oz., 50c.

NANA COMPACTA PETUNIA.—Each plant forms a compact ball about ten inches high and twelve inches across. Grows quickly from seed and blooms very profusely until frost. Mixed colors. Pkt., 15c; 1/8 oz., 45c.

Flaming Velvet

This wonderful new Petunia is listed on page 8 and illustrated on back cover.

Large Flowering Balcony Petunias

For Window Boxes and for Bedding, See page 8.



Giant Shirley Poppy

Double Annual Poppies

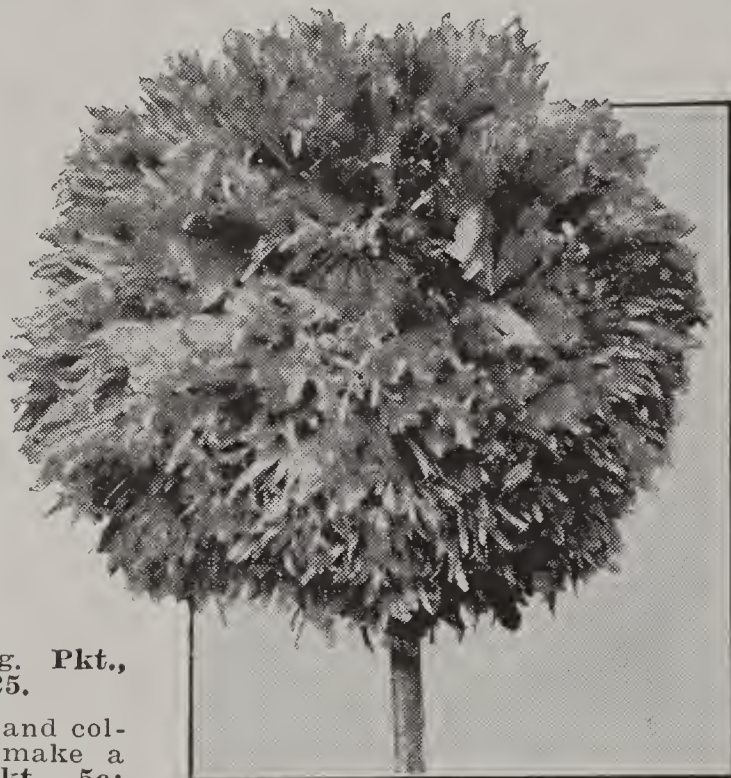
The double flowering annual Poppies make a gorgeous showing during their flowering period, and they are largely used for beds and borders. It is well to make successive sowings at intervals to keep up a succession of bloom. If picked just before expanding, the flowers will last several days in water.

CARNATION-FLOWERED.—Very large, double, slightly fringed flowers in brilliant colors. Height 2 feet. All colors mixed. Pkt., 5c; ½ oz., 20c; oz., 30c.

PEONY-FLOWERED.—Imposing double, globular flowers resembling double peonies. Splendid colors. Mixed, pkt., 5c; ½ oz., 20c; oz., 30c.

ISELL'S DOUBLE POPPY MIXTURE.—All the good varieties and also novelties are to be found in this superfine mixture of double Poppies. These will make a gorgeous showing. Pkt., 10c; ½ oz., 25c; oz., 40c; ¼ lb., \$1.25.

DOUBLE MIXED.—Many varieties and colors, beautiful double flowers. Will make a grand display in your garden. Pkt., 5c; ½ oz., 15c; oz., 25c.



Double Annual Poppy

Ricinus - Castor Bean

Ornamental Foliage Plant

Well known annual ornamental plants of stately growth, picturesque foliage and brilliantly colored fruit. Well adapted as center plants for groups of Cannas, Dahlias, Salvias, etc. By planting Castor Beans in your garden you can keep the troublesome moles away.

CRIMSON SPIRE.—6 to 8 feet high with very large leaves of purple color. Brilliant crimson seed spikes. Pkt., 10c; oz., 30c.

SANGUINENSIS.—Six feet tall. Blood-red stems and green leaves. Pkt., 10c; oz., 20c; ¼ lb., 65c.

ZANZIBARIENSIS.—10 to 12 feet high. Large, ornamental leaves are beautifully lobed. Pkt., 10c; oz., 20c; ¼ lb., 65c.

MIXED.—Pkt., 5c; oz., 15c; ¼ lb., 45c.

Salvia - Scarlet Sage

For Bright Color Display in the Fall

The Salvia is a standard bedding plant, its long spikes of flowers borne in great profusion, keeping the garden bright with color from July until frost. Sow in March or April in a hotbed or indoors and set out in the garden about June 1st.

CORAL GEM.—Novelty. Flowers of bright pink color. Long flower spikes on semi-dwarf plants; they bloom early and most freely. A pleasant change from the strong colored scarlet sorts. Pkt., 20c; ½ oz., 50c.

SPLENDENS—SCARLET SAGE.—Beautiful large, bright scarlet flowers. Height 2½ to 3 feet. Pkt., 10c; ⅓ oz., 35c; ½ oz., \$1.25; oz., \$2.00.

BONFIRE.—The finest of the scarlet Salvias, growing to a compact bush about 2 feet high. Pkt., 15c; ⅓ oz., 45c; ½ oz., \$1.50.

SCARLET BEDDER.—Early blooming sort of dwarf growth. Bright scarlet flowers produced freely until cut down by frost. Pkt., 15c; ⅓ oz., 45c.

New Flowers Please refer to pages 6, 7, 8.

Poppies

Improved Types
Large Flowers of Vivid Colors

Probably no class of plants enjoys greater popularity and is more widely grown than the Poppies. The wonderful range of brilliant colors of their delicate, gracefully borne flowers is well known. Poppies are quite hardy and the seed should be sown as early in the spring as possible. Make successive plantings for a continuous bloom all summer.

Single Annual Varieties

GIANT SHIRLEY, SILK or GHOST POPPY.—Exceedingly graceful with beautiful satiny flowers of brilliant colors. Plants about 18 inches tall. Pkt., 5c; ½ oz., 20c; oz., 30c.

GOLDEN BUTTERCUP POPPY.—Large golden yellow, cup-shaped flowers, 3 inches across, on long stems. The petals are crinkled, like crushed satin. Pkt., 5c; ¼ oz., 25c.

AMERICAN LEGION.—A very beautiful Poppy. Dazzling orange-scarlet flowers of enormous size, borne on long, stout stems. Pkt., 10c; ½ oz., 25c.

SINGLE MIXED.—Comprises a good assortment. All colors. Pkt., 5c; ½ oz., 15c; oz., 25c; ¼ lb., 75c.

ISELL'S SINGLE POPPY MIXTURE.—Besides the above single sorts this mixture contains many other choice varieties. The color range is truly wonderful. Pkt., 10c; ½ oz., 25c; oz., 40c; ¼ lb., \$1.25.

NEW ANNUAL ORIENTAL POPPY.—This new class resembles the true Orientals in form and range of color. They are easily grown. Pkt., 10c; ¼ oz., 30c.

CALIFORNIA POPPY.—Page 65.

Sunflower - Helianthus

These hardy annuals comprise plants of majestic growth and immense showy flowers, suitable for shrubberies, wild gardens and screens; the dwarf kinds, with smaller flowers, are charming when grouped in mixed flower borders. Excellent for cutting. Flowering season, July to October.

NEW RED SUNFLOWER.—Stately plants 4 to 6 feet tall. Flowers are 4 to 8 inches in diameter and show nice shades of red and yellow. Pkt., 10c; ½ oz., 30c; oz., 50c.

CHRYSANTHEMUM SUNFLOWER.—Golden yellow flowers, resembling those big Japanese Chrysanthemums. Grows 6 feet tall. Pkt., 10c; ½ oz., 30c.

GLOBE OR DAHLIA SUNFLOWER.—Flowers large and quilled, perfectly double, rich saffron-yellow; they resemble a very large dahlia. 5 to 6 feet. Pkt., 5c; ½ oz., 15c.

NEW RAINBOW HYBRIDS.—Glorious colors, ranging from the most delicate light yellow, through all shades of golden and orange with pinks, reds and browns. Pkt., 10c; ½ oz., 25c.



Salvia or Scarlet Sage

Gorgeous Snapdragons

Giant Flowered Sorts of Bright Colors

Antirrhinums or Snapdragons have become immensely popular within the past few years, and justly so, because they are one of the most valuable and decorative flowers, which can easily be grown from seed, thriving in any soil, and blooming freely. Flowering season July to November.

NEW "MAJESTIC" GIANTS.—Half Dwarf. Fine spikes of giant flowers on plants 8 to 20 inches high. Ideal for bedding. The colors are simply marvelous. **Mixed. Pkt., 10c; 1/8 oz., 40c.**

NEW GIANT RUST-PROOF.—If you have found it difficult to grow snaps, try this rust-proof strain. It is of the giant type with long flower spikes, plants 2 1/2 feet tall. **Mixed. Pkt., 15c; 1/4 oz., 50c.**

GIANT FLOWERED MIXED.—32 inches. This new type produces flowers of extraordinary size and the colors are wonderful. **Pkt., 10c; 1/8 oz., 30c.**

MIXTURE OF HALF-DWARF BEDDING SORTS.—18 to 20 inches. Are particularly good for bedding. All colors. **Pkt., 10c; 1/4 oz., 35c; oz., \$1.00.**

MIXTURE OF DWARF or TOM THUMB.—These very charming compact little plants grow 8 inches high. They bloom freely and are splendid for edging, borders and the rock garden. **Mixed colors. Pkt., 10c; 1/4 oz., 50c.**

MIXTURE OF TALL SORTS.—Splendid assortment. The plants grow about 2 1/2 feet tall. **Pkt., 5c; 1/4 oz., 25c; oz., 75c.**

ISBELL'S SNAPDRAGON MIXTURE.—Beautiful colors of many varieties of both tall and medium tall sorts. These long-stemmed flowers will give you splendid bouquets all season. **Pkt., 15c; 1/4 oz., 50c; oz., \$1.50.**

Salpiglossis Gold-Veined Flowers

Fine for Cutting

VELVET FLOWER.—One of the greatest favorites among annuals, partly because of its easy culture, but principally for its beautiful, almost orchid-like flowers, which it produces from early summer to late fall. Nearly every flower is veined with a glint of gold in a striking color display. Plants grow 1 1/2 to 2 1/2 feet high.

LARGE FLOWERING MIXED.—Pkt., 5c; 1/4 oz., 20c; 1/2 oz., 50c.

ISBELL'S SPECIAL MIXTURE.—Made up from the finest named varieties. **Pkt., 15c; 1/8 oz., 5c; 1/2 oz., \$1.00.**

Schizanthus - Butterfly Flower

Dainty Flowers — Fernlike Foliage

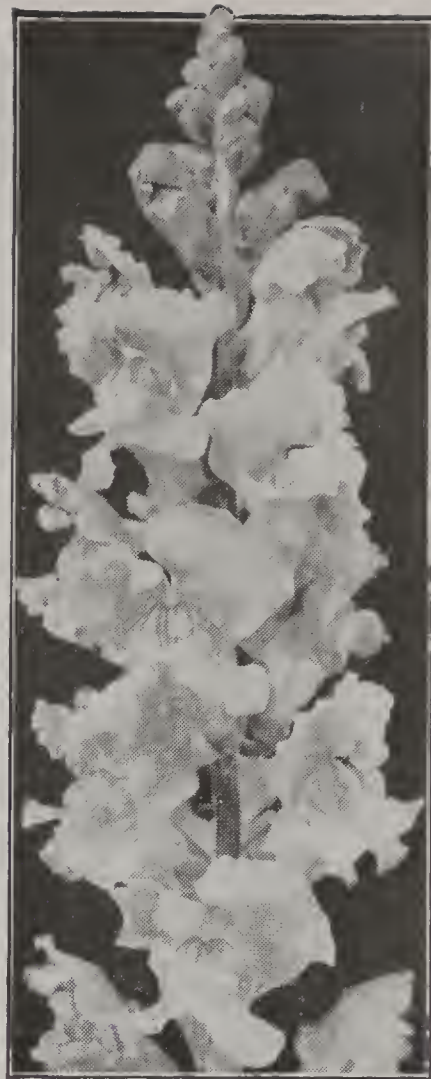
Also known as "The Poor Man's Orchid." Dainty, compact, branching plants with finely cut foliage, covered with clusters of brilliantly colored butterfly flowers. The seed germinates quickly and the plants come into bloom in a few weeks from time of planting. Valuable for garden decoration or pot culture. 15 to 20 inches high. Large flowering. **Mixed. Pkt., 10c; 1/4 oz., 5c; oz., \$1.00.**



Schizanthus



Salpiglossis



Snapdragon

Annual Scabiosa

Pincushion Flower

Lovely flowers in exquisite colors on long wiry stems; excellent for cutting. 2 to 2 1/2 feet high; of easiest culture.

LOVELINESS. — Glorious salmon-pink flowers of delightful fragrance. **Pkt., 15c.**

LARGE FLOWERING DOUBLE MIXED.—Blue, white, red, pink and maroon-black. **Pkt., 5c; 1/4 oz., 20c; oz., 50c.**

PERENNIAL SCABIOSA,
See Page 77.

Sweet William

New Annual Sort

Hardy annual of easy culture. Begins to bloom early in the summer from seed sown in the spring, blooming all season. Fragrant and a grand cut flower. **Mixed colors. Pkt., 10c; 1/4 oz., 25c.**

Snow-on-the-Mountain

(Euphorbia)

A favorite annual for mass planting or for the mixed border. Showy and distinct plants with very attractive foliage, dark green leaves, edged clear white. 2 feet. Easily grown from seed, doing well in any fairly good soil. Furnishes nice material for bouquets in conjunction with bright flowers. **Pkt., 5c; 1/4 oz., 20c; oz., 60c.**

Statice

For Winter Bouquets

A beautiful flower in the border, and when dried will retain its true colors, making lovely winter bouquets. Large sprays of flowers in shades of rose, blue, lavender, yellow and white. 2 to 3 feet. **Pkt., 5c; 1/2 oz., 25c; oz., 40c.**

Flowers for Semi-Shade

Anchusa
Balsam
Bellis perennis
Campanula
Centaurea
Clarkia

Columbine
Dahlia
Double Daisy
Forget-me-not
Godetia
Lupin

Mignonette
Myosotis
Pansy
Platycodon
Sweet William

Isbell's Giant Spencer Sweet Peas

Five Beautiful New Varieties

SHIRLEY TEMPLE.—This lovely rose-pink, very fragrant new Sweet Pea is named after the most popular and charming Cinema Star, Shirley Temple. Early flowering, large blooms of soft rose-pink. A continuous bloomer. Pkt., 20c; oz., 60c.

LADY MACBETH.—Here we have a new and distinct color, dazzling spinel-red with golden salmon shadings. Huge flowers, beautifully waved. Pkt., 20c; oz., 60c.

LAVANDA.—A pure lavender Sweet Pea with extremely large, waved petals. Four blooms on each stem, and highly perfumed. Pkt., 15c; oz., 50c.

FLUFFY RUFFLES.—A great big flower, duplexed and frilled; long-stemmed sprays of four flowers. A lovely rich rose-pink on a salmon and cream ground. Pkt., 15c; oz., 50c.

ROMANCE.—Lovely sparkling rose-pink on white ground. Very large flowers on extra long stems carry 4 to 5 blooms. Pkt., 20c; oz., 60c.

Collection of the above five new Spencer varieties. One packet each (95c value), for 65c, postpaid.

Choice Standard Spencer Sweet Peas

Pkt., 10c; oz., 25c; ¼ lb., 75c.

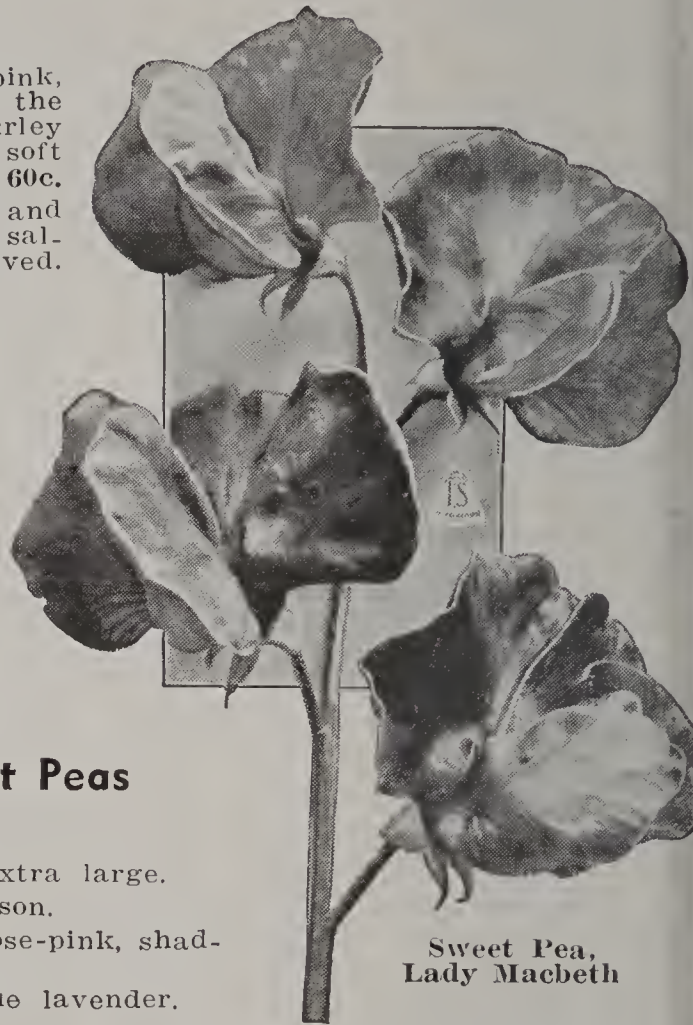
CAMPFIRE.—Bright, pure flame-scarlet; extra large.

CRIMSON KING.—Color is pure deep crimson.

HAWKMARK PINK.—Large, rich, bright rose-pink, shaded salmon.

HAWKMARK LAVENDER.—Fine large true lavender.

LORD NELSON.—Rich deep navy blue.



Sweet Pea,
Lady Macbeth



Everlasting
Sweet Peas

Sweet Peas in Mixture

ISBELL'S GIANT SPENCER MIXTURE.—In preparing this mixture we are giving our customers all possible variations, including many brand new kinds as well. Satisfaction guaranteed. Pkt., 10c; oz., 25c; ¼ lb., 65c; lb., \$2.00, postpaid.

GOOD MIXTURE SPENCERS.—Good assortment of colors of the Giant Spencer sorts. Pkt., 5c; oz., 15c; ¼ lb., 45c; lb., \$1.35, postpaid.

GOOD MIXTURE GRANDIFLORA.—For a low priced mixture of Sweet Peas this cannot be excelled. Oz., 10c; ¼ lb., 25c; lb., 75c, postpaid.

EARLY-FLOWERING SPENCER MIXED.—These come into bloom earlier and will bloom a long season. If sown early in fall indoors, will bloom by Christmas and continue all winter. Pkt., 10c; oz., 30c; ¼ lb., \$1.00, postpaid.



New Giant Perfection Stock

NEW GIANT WHITE.—The most perfect white Sweet Pea.

PINKIE.—Mammoth flowers of fine deep rose-pink.

PRIMROSE.—Pure primrose-yellow. Very fine.

ROYAL PURPLE.—Large, wavy flowers of a rich, royal purple.

WONDERFUL.—The large flowers are of deep orange color.

COLLECTION of the ten choice Spencer Sweet Peas, named varieties. 1 pkt. each (10 pkts.), for only 60c; 1 oz. each (10 ozs.), for \$2.00, prepaid.

Everlasting or Hardy Sweet Peas (Lathyrus)

The plants bloom a long season, are hardy and will live for years. These come in shades of red, pink and white only. An excellent plant for covering fences and trellises.

Fine cut flowers. Mixed. Pkt., 10c; ½ oz., 35c; oz., 60c.

Stocks - Gilliflower; Levkojen

Fragrant—Magnificent Flower Spikes

One of the best known and most popular annuals. The flowers appear on long, stiff stalks like small rosettes, are exceedingly fragrant and range through a most complete scale of all the soft and distinct shades. 1 to 2 feet tall. Flowering season July to November.

GIANT PERFECTION.—15 to 18 inches tall. Large spikes of perfect double flowers, very fragrant. Mixed colors. Pkt., 10c; ½ oz., 35c.

LARGE FLOWERING DOUBLE MIXED.—A nice assortment of many colors. Pkt., 5c; ½ oz., 25c.

ISBELL'S STOCKS MIXTURE.—The choicest varieties for outdoor planting. Lovely colors and fragrant flowers in quantity are assured by sowing this mixture. Pkt., 15c; ½ oz., 50c.

Dwarf Virginia Stocks for Edging

FRENCH FORGET-ME-NOT.—Very pretty, low growing plants, covered with bright colored flowers during the entire season. For mass plantings, edging and for the rockery. Single flowers in shades of red, rose and white. 8 inches. Mixed colors. Pkt., 10c; ½ oz., 25c.

Evening Scented Stocks for Fragrance

(Matthiola)

Plant this flower in your garden for fragrance. Lilac-colored flowers which in the morning, evening and after a shower, emit a delicious perfume. 15 inches high. Pkt., 10c; oz., 30c.



Virginia Stocks

Strawflowers for Winter Bouquets

Everlastings or Immortelles

This class of annuals is of easy culture, growing splendidly in any good garden soil, even in light, sandy ground. They produce their strawlike flowers abundantly all summer and fall. Popular for winter bouquets.

ACROCLINIUM.—Plant 15 inches high bearing lovely white or rose-pink flowers from June until cut down by frost in the fall. Pkt., 5c; ¼ oz., 20c; oz., 65c.

ACROCLINIUM, Giant Double.—New large flowering type of this pretty annual Strawflower. Many colors. Pkt., 15c.

GOMPHRENA or GLOBE AMARANTH.—Brilliant colored, globe-shaped flowers, resembling clover blossoms. 1½ feet high. Pkt., 5c; ¼ oz., 20c; oz., 65c.

HELICHRYSUM. See color illustration on page 6.—New Mammoth Flowered. Effective flowers for beds and borders. 2 to 3 feet high. Mixed. Pkt., 10c; ¼ oz., 30c; oz., 90c.

LUNARIA (Chinese Money Plant; Honesty or St. Peter's Penny).—This is a hardy biennial plant producing the second year, large, silvery white seed pods on long stems; highly prized for winter bouquets, either in their natural state or painted in bright colors. Pkt., 10c; ¼ oz., 25c; oz., 75c.

STATICE.—Annual. A lovely Everlasting flower, fine large sprays of flowers in shades of rose, blue, lavender, yellow and white. Pkt., 5c; ½ oz., 25c; oz., 40c.

XERANTHEMUM.—Flowers very double. White and deep purple. Plants 12 to 18 inches. Silky flowers and silvery foliage. Pkt., 5c; ¼ oz., 25c; oz., 75c.

SPECIAL MIXED.—All of the above sorts and many other varieties mixed. You will like these for garden display and especially for winter decoration in vases. Pkt., 10c; ¼ oz., 30c; oz., \$1.00.

Venidium - Orange Daisy

Magnificent new annual from South Africa. 2 to 3 feet high with greyish silky foliage and a wealth of rich orange colored, daisy-like flowers, marked with a dark purple zone. Flowers are 4 to 5 inches across. Requires sunny position. Sow the seed when the weather becomes warm. Best treated as a half-hardy annual. Pkt., 25c.



Venidium—Orange Daisy

flowers; will make a magnificent display in small or large beds. Pkt., 10c; ¼ oz., 45c.

HYBRID MIXED.—The old-fashioned, smaller flowered varieties. Very free blooming and excellent for bedding. Pkt., 5c; ¼ oz., 30c; oz., 90c.

ROYAL BOUQUET.—Of upright growth, with straight stems. 15 inches high. Just the thing for edging, makes a beautiful carpet of blossoms and leaves. Mixed colors. Pkt., 10c; ¼ oz., 45c.

ISBELL'S VERBENA MIXTURE.—Includes all the best giant-flowered sorts in many colors. Pkt., 15c; ½ oz., 50c; 1½ oz., \$1.50.

Moss Verbena

ERINOIDES.—A low spreading variety with fine lacelike foliage and an abundance of purple flowers all summer until frost. Will grow in almost any soil and is very drought resistant. Excellent for borders, large beds and the rockery. 12 inches. Pkt., 10c; ½ oz., 25c; 1½ oz., 40c.

New Mammoth Verbena

SPECTRUM RED GRANDIFLORA.—Intense bright red, brighter than any other Verbena. Having absolutely no eye, the color is intensified, and its brilliance is quite dazzling. The individual florets are one and one-fourth inches in diameter. Plant this for a bright color effect in your garden. Pkt., 15c; ½ oz., 50c.

Isbell's Haphazard Mixture of Flower Seed

Grand for Wild Flower Gardens

This mixture contains almost every imaginable kind of Annual Flower and is useful as an inexpensive way to produce displays in large borders or to sow hill-sides or along lanes or walks. By using this seed liberally it is easy to convert many an unsightly spot into a bower of beauty. For the children nothing is so interesting, as they can pick flowers and bouquets to their heart's content. Every day furnishes new surprises. Large pkt., 10c; oz., 25c; ¼ lb., 75c; lb., \$2.50.

Flowers That Withstand Drought

Ageratum
Alyssum
Arctotis
Calliopsis

Candytuft
Corcopsis
Cosmos
Cynoglossum

Dimorphotheca
Euphorbia
Four O'clock
Petunia

Portulaca
Statice
Sunflower
Verbena
Zinnia



Strawflowers

Isbell's New Giant Verbenas

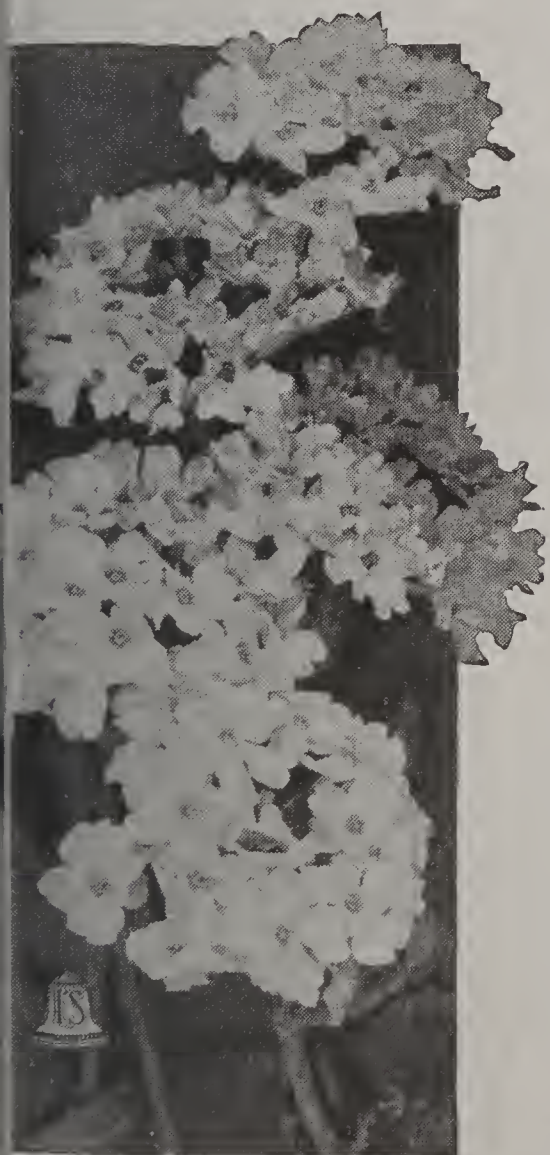
Fragrant Flowers of Rich Color

Verbena is one of the most popular garden annuals and lends itself willingly to many uses. For beds, borders, mounds, vases and window boxes it is particularly fine. The clusters of showy, fragrant flowers are borne in constant succession from June until frost. Height 9 inches.

MAMMOTH ROSE QUEEN.—The most brilliant rose color, giant flowers in profusion. Pkt., 10c; ½ oz., 40c.

GIANT LUCIFER.—New giant flowered, intense dazzling scarlet. Pkt., 10c; ½ oz., 40c.

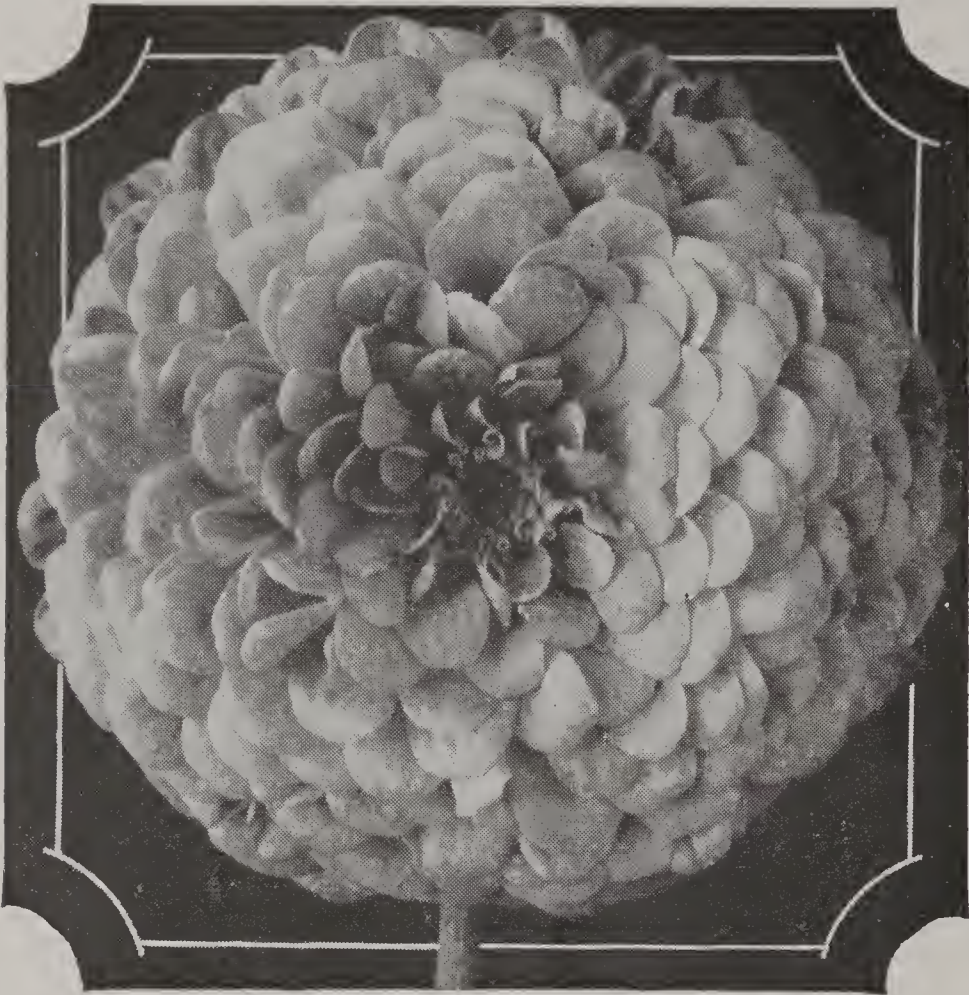
MAMMOTH MIXED.—This mixture produces rich colored, large flowers. Pkt., 10c; ½ oz., 40c.



Giant Verbena

Isbell's Showy Zinnias

**the Most Popular
Garden Flower**



Giant Show Zinnia

These attractive and decorative hardy annuals are most desirable plants for mixed borders or bedding purposes, and are remarkable for the profusion and duration of their flowers, which are extremely useful for bouquets. Their wonderful range of color proves a never ending delight.

Giant Flowered Show Zinnias

Huge flowers, semi-globular and very double. Unexcelled in bright and pleasing colors. Exceedingly showy in beds and borders. 2½ to 3 feet high. Mixed colors. Pkt., 5c; ¼ oz., 25c; oz., 75c.

Dahlia-Flowered Giant Zinnias

These Giant-Flowering sorts produce enormous flowers not to be compared with the old sorts of yesteryear. They are remarkable for the profusion and duration of their flowers, which are extremely useful for bouquets.

CRIMSON MONARCH.—Best of the dark red shades.

DREAM.—Fine deep lavender, turning to purple.

EXQUISITE.—Light rose with center of deeper rose.

ORIOLE.—Lovely orange and gold color.

OLD ROSE.—The real old rose shades.

POLAR BEAR.—Large pure white.

PURPLE PRINCE.—A fine dark colored sort.

Above Giant Zinnias: Per pkt., 15c; any four pkts. for 50c; ¼ oz., 75c; oz., \$2.50.

GIANT DAHLIA-FLOWERED MIXED.—The above sorts and many others in mixture. Excellent for large beds and groups. Choice cut flowers. Pkt., 10c; ¼ oz., 50c; oz., \$1.50.

Scabiosa-Flowered Zinnia

For Garden Display and Cut Flowers

Odd but very attractive form of Zinnias that deserves to be more widely grown. For artistic flower arrangements they are especially suited. The flowers are medium small in size and bear a remarkable resemblance to the annual Scabiosa. The color range includes all popular shades. Plants are free flowering, 2 to 2½ feet high. Pkt., 15c; ⅛ oz., 40c.

The New Fantasy Zinnia

See Color Illustration on Back Cover. Description on page 8. Pkt., 15c; ¼ oz., 50c.



Scabiosa Zinnia

New Cactus-Flowered Zinnia

Also called Achievement or Victory Zinnias. Large, double, attractive flowers 3 to 4 inches across, with quilled or tubular petals, giving the appearance of a Cactus Dahlia.

MIXED COLORS. Pkt., 10c; ¼ oz., 40c.

Giant Picotee Zinnias

Very large, beautiful, double flowers in orange, lemon, pink and cerise, each petal being distinctly tipped with various shades of dark, resembling the Picotee Carnations. A very showy flower for the garden. Mixed colors. Pkt., 10c; ¼ oz., 50c.

Dwarf Zinnias for Bedding

These are smaller and of more bushy growth than the Giant sorts. They flower more freely so they can be used to advantage in large, solid beds and the shorter sorts may be used for edging. All make graceful table bouquets. 15 to 18 inches.

ROSEBUD.—New. Charming rose-pink, very double flowers. A continuous bloomer. Pkt., 10c; ¼ oz., 35c.

EARLY WONDER.—New. Fine double flowers on long stems. The color is a bright salmon-pink. Pkt., 10c; ¼ oz., 45c.

SALMON ROSE.—Extra double flowers. Lovely salmon-rose color. Excellent for cutting. Pkt., 10c; ¼ oz., 30c.

RED RIDING HOOD.—12 inches high. Covered the entire season with attractive small flowers of intense scarlet. Pkt., 10c; ¼ oz., 30c.

DOUBLE CURLED AND CRESTED.—A new strain; fantastically shaped flowers with twisted petals, brilliant colors. 2 feet. Pkt., 10c; ¼ oz., 30c.

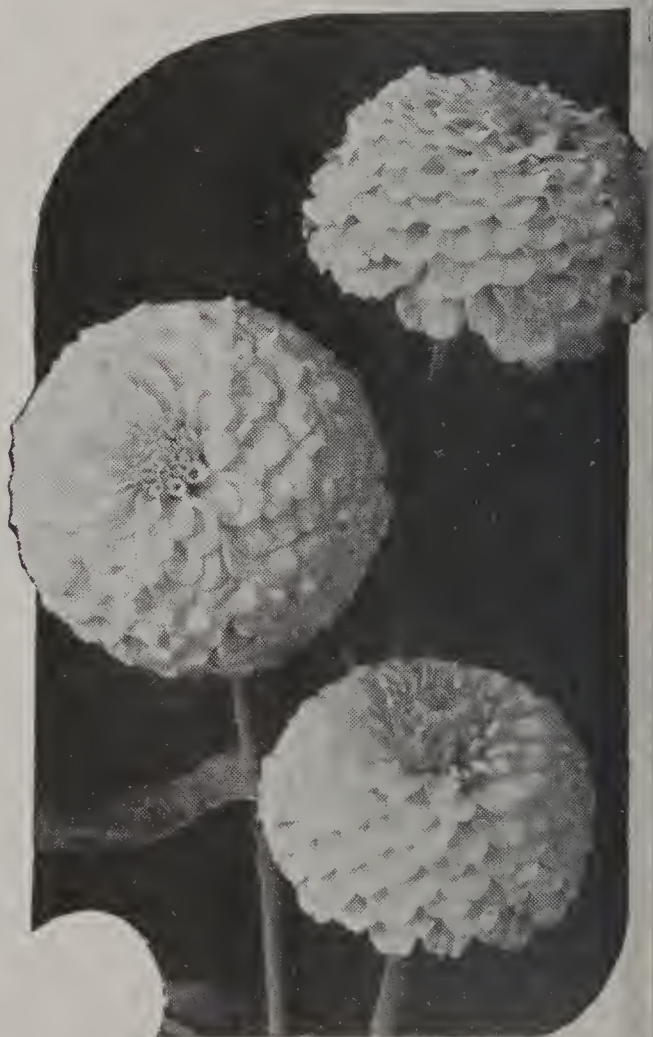
MIXED DWARF ZINNIAS.—For bedding purposes and for borders this mixture will be found highly satisfactory. It contains many sorts and colors. Pkt., 10c; ¼ oz., 30c; oz., \$1.00.

Double Dwarf Cut-and-Come-Again Zinnias

Bushy, compact plants about 2 feet high, bearing large, perfect double flowers in greatest profusion. Fine for mass planting and for a border. All colors mixed. Pkt., 5c; ½ oz., 25c; oz., 40c.

Zinnia Mixture—All Types and Colors

The giant sorts, the dahlia-flowered kinds as well as the different smaller flowered Zinnias are represented in this mixture. Pkt., 5c; ½ oz., 40c.



Dwarf Zinnias for Bedding

Perennial Flower Seeds



Aquilegia, Long Spurred

Campanula

(Bellflower—Canterbury Bells)

CARPATICA. — (Harebell). Hardy perennial. Forms round tufts of neat foliage, above which are borne a profusion of medium sized flowers on slender, erect stems. Beautiful light blue color. Splendid for edging. Pkt., 10c; 1/8 oz., 40c.

PERSICIFOLIA. — (Peach Bells). Large Blue. One of the finest of the hardy perennial Bellflowers; lovely blue flowers of large size on stalks 2 to 2 1/2 feet high. Pkt., 15c; 1/8 oz., 50c.

CALYCANTHEMA (Cup and Saucer Canterbury Bells).—Hardy biennial, 2 1/2 feet high, producing bell-shaped flowers 2 in. long, saucers 3 to 4 in. across. Mixed colors, pkt., 10c; 1/8 oz., 50c.

MEDIUM SINGLE (Canterbury Bells). — Hardy biennial. The old-fashioned sort, with beautiful, large bell-shaped blossoms. Two feet high. Mixed, pkt., 5c; 1/4 oz., 40c.

MEDIUM DOUBLE (Double Canterbury Bells).—Hardy biennial. The double flowered strain of the above. Magnificent flowers of pleasing shades. Mixed, pkt., 10c; 1/8 oz., 50c.

Carnation

Carnations are excellent bloomers in the garden, and almost indispensable for winter flowering. Plants grow 15 to 18 inches high.

CHABAUD'S PERPETUAL.—Blooms in 5 to 6 months and continues in great profusion indefinitely. Pkt., 20c; 1/8 oz., 75c.

HARDY GARDEN CARNATIONS.—The finest assortment of extra double, sweet-scented Carnations. Mixed, pkt., 15c; 1/8 oz., 50c.

MARGUERITE.—Blooms 4 months after sowing the seed. Plants dwarf, blooming very profusely. Mixed, pkt., 10c; 1/8 oz., 35c.

English or Double Daisy - Bellis Perennis

These popular hardy perennials are easily raised from spring sown seed and come into flower in a very short time. They thrive best in cool, shady places, are very pretty and admirably adapted for edging, especially for borders of pansy and Forget-me-not beds. Plants are 4 to 6 inches tall.

DOUBLE MIXED.—Shades of pink, red and white. Pkt., 10c; 1/8 oz., 40c.

GIANT MIXED.—New giant-flowered sorts. Pkt., 20c; 1/8 oz., 75c.

Everlasting or Hardy Sweet Peas - Lathyrus

The plants bloom a long season, are hardy and will live for years. These come in shades of red, pink and white only. An excellent plant for covering fences and trellises. Fine cut flowers. Mixed. Pkt., 10c; 1/2 oz., 35c; oz., 60c.

Forget-Me-Not - Myosotis

Few spring flowers are more admired than these lovely Forget-me-nots, which are especially effective when grown in masses. They also make excellent edgings for beds.

PALUSTRIS (Perennial).—Large blue flowers from May until autumn. 10 inches. Pkt., 10c; 1/8 oz., 50c.

The seed of perennials may be started in the house in boxes quite early and later transplanted to the garden. Or sow the seed out in the open in May or June and transplant to permanent position in the fall.

Sow the seed thinly, cover lightly, water gently but thoroughly and do not allow the soil to become dry while the seed is in process of germination. Nearly all failures in growing perennials are attributable to this one neglect.

Seed of most perennials may also be sown successfully during the summer and early fall, preferably in August. When starting at this time the young seedlings must be shaded from the hot midday sun to prevent being burned off, and kept moist at all times. The plants should be protected over winter with a loose mulch of leaves or straw.

Alyssum - Basket of Gold

SAXATILE COMPACTUM.—A hardy perennial variety of dwarf habit, bearing a profusion of golden yellow flowers in April or May. Will resist the most extreme weather. Very showy for edging, for rock gardens and mass plantings. 9 inches. Pkt., 10c; 1/4 oz., 30c.

Aquilegia - Columbine

Beautiful hardy perennials of easy culture. Suitable for the open garden or rock work. Forms graceful plants, producing pretty flowers in great abundance early in the spring. Fine cut flowers. Plants grow 2 to 2 1/2 feet tall.

NEW LONG-SPURRED HYBRIDS.—The flowers are very large and show many new and bright colors. Extra fine. Pkt., 15c; 1/8 oz., 60c.

NEW CRIMSON STAR.—Large flowers with long spurs. Of brilliant dark crimson color with white center. Blooms profusely. Pkt., 25c.

FINEST DOUBLE FLOWERING.—Mixed, pkt., 10c; 1/4 oz., 35c.

FINEST SINGLE FLOWERING.—Mixed, pkt., 5c; 1/4 oz., 25c.



Coreopsis

Coreopsis

GRANDIFLORA.—The long-lasting flowers are brilliant golden yellow, measuring 3 inches and over in diameter, and are borne on stalks 15 to 18 inches in length. Although a hardy perennial, flowers the same season from seed. Pkt., 10c; 1/4 oz., 25c; oz., 75c.

NEW DOUBLE MIXED.—Will produce double and semi-double flowers. Pkt., 15c; 1/4 oz., 50c.

NEW MAYFIELD GIANT.—A taller, larger Coreopsis from Australia. Golden yellow. Pkt., 15c; 1/4 oz., 60c.

FOR HARDY PERENNIAL
FLOWER PLANTS

See pages 92-96.



Campanula Persicifolia

Perennial Flower Seeds - Contd.

Isbell's Superb Delphiniums

Most brilliant and effective garden plants. Planted as a background or in groups, they make a superb display in the garden and furnish wonderful cut flowers.

BELLADONNA HYBRIDS.—Rich and beautiful colors, light blue predominating. 3 to 3½ feet. Pkt., 10c; ⅛ oz., 40c; ½ oz., \$1.25.

BELLAMOSA.—Dark blue flowers on tall spikes. 3 to 3½ feet. Pkt., 10c; ⅛ oz., 40c; ½ oz., \$1.25.

NEW WREXHAM HOLLYHOCK-FLOWERED.—This new strain contains all light shades, pale clear blue predominating. The flowers are very large, well placed on long pyramidal spikes, their sturdy growth reminding one of a Hollyhock, hence the name. 4 to 6 feet. Pkt., 50c; ⅛ oz., \$1.50.

ISBELL'S DELPHINIUM MIXTURE.—Includes many of the very finest sorts from European and American growers. Double and single flowered varieties representing about all the old and new colors. 4 to 6 feet. Pkt., 25c; ⅛ oz., 75c; ½ oz., \$2.25. For plants see page 93.

PERENNIAL DELPHINIUMS MIXED.—Very choice. Pkt., 10c; ⅛ oz., 40c; ½ oz., \$1.25.

NUDICAULE.—Bright scarlet flowers. 3 feet high. Pkt., 25c.

ZALIL.—Beautiful sulphur-yellow flowers. 2 to 2½ feet. Pkt., 25c.

Digitalis - Foxglove

Ornamental, hardy perennial plants of stately growth. Old garden favorites for the border, producing their attractive flowers in great masses during June and July. The plants succeed well even in poor soil if given a half-shady location. 3 to 5 feet.

ISBELL'S SPECIAL MIXTURE.—The very finest assortment of different varieties and colors. Pkt., 20c; ⅛ oz., 40c.

GLOXINIAEFLORE.—Mixed colors. Pkt., 10c; ⅛ oz., 25c; ½ oz., 75c.

Hollyhocks

One of the most majestic and desirable of hardy perennial plants, and a clump or line in any garden gives an effect not attainable with any other plant.

ISBELL'S EXTRA DOUBLE FLOWERED, MIXED.—Seed for this mixture is saved from the very finest extra double flowers only. The best and most gorgeous colored strain in existence. 6 to 8 feet. Pkt., 15c; ¼ oz., 40c; ½ oz., \$1.25.

GIANT SINGLE MIXED.—Very large, showy flowers. All colors mixed. 6 to 8 feet. Pkt., 5c; ¼ oz., 25c.

NEW IMPERATOR.—Strikingly beautiful, very large, double flowers that are elegantly frilled and fringed. New color combinations in the lighter pastel shades. The plants grow 4 to 6 feet tall. Pkt., 20c; ¼ oz., 75c.

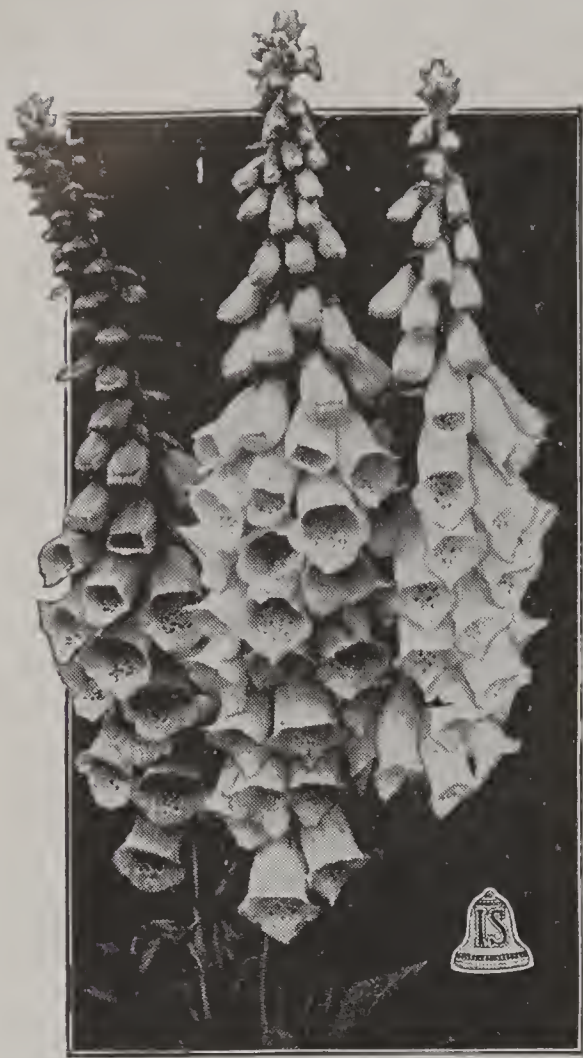
Lovely Lupins

Beautiful hardy border plants with stately spikes of flowers and soft green foliage. They bloom in May and June. Do not disturb the plants after they become established. 2½ to 3 feet.

PERENNIAL MIXED.—Beautiful colors. Pkt., 10c; ½ oz., 40c.



Delphinium, Perennial



Digitalis—Foxglove

Hardy Primroses - Primula

HARDY PERENNIAL GARDEN SORTS

These are among the best of early spring blooming plants and with slight protection they will stand the winter very well. They require a partially shaded location. For a border and for the rock garden they are highly desirable.

AURICULA.—Very free-flowering and fragrant; in colors of yellow, brown and red. Height 6 inches. Mixed colors. Pkt., 20c; ⅛ oz., 75c.

VULGARIS (English Primrose).—These old-fashioned plants are very welcome in early spring, when they bear in profusion fragrant yellow blossoms. 6 inches. Pkt., 10c; ⅛ oz., 60c.

VERIS (Cowslip).—The flowers are fragrant and are borne in umbels. Beautiful, hardy perennials, blooming in early spring. 8 inches. Pkt., 15c; ⅛ oz., 75c.

PRIMULAS FOR HOUSE CULTURE

These Primroses are some of our finest and most important winter-blooming pot plants. Seed should be sown in March or April in light soil, but for final potting use richer soil consisting of loam and leaf mold.

CHINESE PRIMROSE.—The flowers are large, rich in color and of great substance. Start the seed in March, April or May. Height 8 inches. Large flowering mixed. Pkt., 30c.

OBCONICA (Everlasting Primrose).—Of easy culture, flowering abundantly and continuously with very little care. Flowers are very fragrant. Mixed colors. Pkt., 25c.

Gaillardia

Bright colored large flowers on long stems, in bloom all summer until frost. A popular and easily grown hardy perennial, succeeding well in any ordinary garden soil. 2 feet.

GRANDIFLORA MIXED.—Pkt., 10c; ¼ oz., 35c.

Gypsophila - Perennial Baby's Breath

Graceful border plants with small white flowers on slender wiry stems. Much prized for cutting and makes a fine show during June and July in the garden. 2½ feet. Pkt., 10c; ¼ oz., 50c.

Grass Pinks - Clove Pinks

These very desirable sweet scented, low growing, hardy garden Pinks bloom early and are extremely free flowering. Unequaled for edging, the rock garden and mass planting. Grows well in full sun and an open situation. 10 to 12 inches.

SINGLE AND DOUBLE VARIETIES.—Mixed, pkt., 10c; ⅛ oz., 35c.

Phlox

PERENNIAL PHLOX.—One of the finest hardy perennial plants in cultivation and quite distinct from the annual sorts, the large flower heads being cone-shaped. 2 to 3 feet. The seed germinates slowly. Mixed colors. Pkt., 15c; ⅛ oz., 50c.

Platycodon - Bellflower; Balloon Flower

GRANDIFLORA BLUE.—Handsome and desirable hardy perennial garden plants of the Campanula family, fine for the border and for cut flowers. The flowers, when in bud, have the appearance of inflated balloons; the open flowers are bell-shaped, of deep blue color and good size, on long, slender stems. 2 feet. June to October. Pkt., 10c; ⅛ oz., 50c.

Perennial Flower Seeds - Contd.

Pyrethrum - Painted Daisy

PYRETHRUM ROSEUM HYBRIDUM.—A lovely flower of easy culture, and should be more generally grown. They resemble large daisies, but of various shades of pink, deep red and white, and make a pretty show in the garden and very handsome cut flowers, having long and strong stems. The plants are perfectly hardy and true perennials; grow 2 feet high and bloom profusely in May and June, and frequently once more in August and September. Mixed colors, pkt., 10c; 1/8 oz., 40c; 1/2 oz., \$1.25.

The Graceful Iceland Poppies

Hardy perennial plants of neat habit, forming a tuft of bright green, fernlike foliage from which spring throughout the entire season a profusion of slender, leafless stems, 15 in. high, each graced with charming cup-shaped flowers. They bloom the first year from seed.

ICELAND POPPY (Nudicaule).—The plants produce their brilliant flowers in profusion all summer. Height 15 inches. Mixed, pkt., 10c; 1/4 oz., 30c; 1/2 oz., 50c.

GIANT ICELAND.—Fine new sort with much larger flowers of beautiful new colors, pink and orange shades predominating. Pkt., 15c.

DOUBLE ICELAND.—Something entirely new, a double flowered form of the lovely Iceland Poppy. Beautiful double Ranunculus-like flowers in a large range of colors. 15 inches. Pkt., 15c; 1/8 oz., 40c.

The Gorgeous Oriental Poppies

These extremely hardy plants make a wonderful display in the garden in early summer, while for cutting they are invaluable. The foliage disappears during July and August, appearing again as soon as cool weather sets in.

ORIENTAL POPPIES.—Mixed. Gorgeous, showy flowers, measuring 6 to 7 inches across, of dazzling brilliant colors, mostly shades of red. Height 2 feet. Mixed colors. Pkt., 10c; 1/4 oz., 40c; 1/2 oz., 70c.

Violas or Tufted Pansies

While the Tufted Pansies do not produce as large flowers as the regular type, yet they bloom more profusely and for a longer time. If sown in April the plants will flower in June, continuing a sheet of bloom until frost, and soon after the snow is off the ground the following spring they flower again. Mixed. Pkt., 10c; 1/8 oz., 50c.

The Sweet Violet

(Viola Odorata)

The true blue sweet Violet. Favorite hardy plants, highly prized for their fragrant flowers; 6 inches high. Seed germinates slowly. Succeeds best in half shady situation. Pkt., 10c; 1/8 oz., 40c.

Isbell's Lifetime Color Garden

Eight Choice Hardy Flowers. Hardy two-year-old field-grown plants (retail value, \$2.05), for \$1.50.

See Inside Back Cover.



Giant Iceland Poppies

Shasta Daisy

One of our leading hardy perennial flower plants that has become a great favorite everywhere. The plants form large bushes of low growth, producing masses of lovely flowers on long, stout stems. Unsurpassed for cutting. Flowers three inches in diameter, pure white with yellow center. 2 to 2 1/2 feet. Pkt., 10c; 1/4 oz., 50c.

Scabiosa - Pincushion Flower

Highly prized for cut-flowers and garden display. It is a handsome border plant, easily grown in a sunny location. Combined with Gypsophila or with Coreopsis in bouquets, it is very effective.

CAUCASICA.—BLUE BONNET.—Light blue flowers prettily fringed on long stems; fine for cutting. See color plate on page 94. Pkt., 15c; 1/8 oz., 60c.

COLUMBARIA.—LAVENDER.—New hardy perennial from South Africa. Produces very freely, flowers 2 to 2 1/2 inches across, of a most beautiful lavender color, on long, wiry stems. A choice plant for the hardy border. 1 1/2 to 2 feet. Pkt., 20c; 1/8 oz., 75c.

COLUMBARIA.—PINK.—The pink form of the above. Large flowers of light pink color. Pkt., 20c; 1/8 oz., 75c.

Wallflower - Goldlack

Wallflowers should be better known. Their adaptability for pot culture and outdoor bedding and the peculiar sweet fragrance of their flowers should win favor. The oriental coloring of the flowers in their rich reds and yellows is very effective. They are easily grown and last long as cut flowers. 1 1/2 feet.

PERENNIAL DOUBLE MIXED.—Pkt., 15c; 1/8 oz., 60c.

PERENNIAL SINGLE MIXED.—Pkt., 5c; 1/4 oz., 25c.



Scabiosa Columbaria

For Hardy Flower Plants See Pages 92 to 96.

Brilliant Cannas

No plant can take the place of the Canna. For a handsome and showy display, they are unrivaled. This is so on a large lawn where an extensive planting is desired, and also on a small plot where there is room for only two or three plants. The rich foliage is a pleasant sight all summer, while the brilliant flowers add just the necessary touch of gorgeous colors. Set the roots 18 to 24 inches apart each way. The richer the soil the larger the plants and flowers will be.

The Three Finest Cannas

GOLDEN EAGLE.—4 feet. Large bright golden yellow flowers. Blooms early and profusely.

KING HUMBERT.—4½ feet. Great trusses of brilliant scarlet flowers. Beautiful coppery bronze foliage.

PINK BEAUTY.—4 feet. The best pink Canna. A pleasing shade of salmon-pink.

Price: 20c each; 3 for 50c; doz., \$1.75, prepaid.

Five Selected Standard Cannas

Price: 15c each; 3 for 40c; doz., \$1.25; 100 for \$9.00, prepaid.

AMBASSADEUR.—3½ to 4 feet. Brilliant poppy-red, large flowers. Bronze foliage and stalks.

GAJETTY.—4 ft. Orange-red mottled with carmine and edged clear yellow. Very gay and pleasing colors. Green foliage.

SHENANDOAH.—4 feet. Salmon-pink flowers borne in large clusters. Bronze-red foliage.

YELLOW KING HUMBERT.—4 ft. Yellow orchid-like flowers, spotted with brilliant red. Green foliage.

WYOMING.—6 feet. Rich orange-red flowers of large size. Beautiful bronze foliage.

ISELL'S LARGE FLOWERING CANNA MIXTURE.—3 for 30c; doz., 85c; 100 for \$6.00, prepaid.

➔ A REAL BARGAIN ➔

A 7-Foot Canna Bed for Only \$1.45

For a round bed seven feet in diameter, planted 18 inches apart each way—19 bulbs are required. One for center, six for first row, twelve for second row.

We will supply:

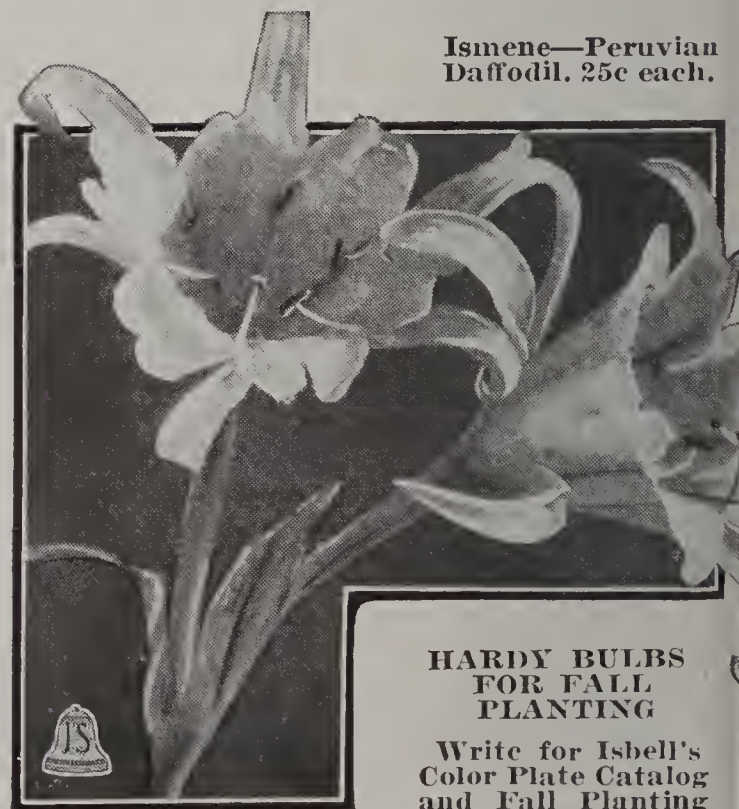
1 Canna, Wyoming. (For center).

6 Cannas, Yellow King Humbert. (First row).

12 Cannas, Ambassador. (Second row).

19 Bulbs For Only **\$1.45** Pre-paid

Ismene—Peruvian Daffodil. 25c each.



HARDY BULBS FOR FALL PLANTING

Write for Isbell's Color Plate Catalog and Fall Planting Guide



A Canna Bed Makes a Striking Display

The Marvelous Giant Amaryllis

One of the most beautiful flowers. A single stem will produce from three to four lily-like flowers, 6 inches in diameter. After blooming in the garden, give the bulbs a resting period and replant in pots for winter flowering in the house.

NEW HYBRIDS.—Flowers are immense and come in an amazing and beautiful range of colors. Each, 35c; 3 for 90c, prepaid.

Cinnamon Vine

The Cinnamon Vine is one of the loveliest climbers and will grow 30 feet in a single season. Produces clusters of delicate white flowers of the most delicious fragrance. Beautiful glossy, heart-shaped foliage. Perfectly hardy. Strong, large roots, 15c each; 3 for 40c; doz., \$1.25, prepaid.



Giant Amaryllis

The Fragrant Ismene Daffodil

Ismene Calathina-Peruvian Daffodil

A grand summer flowering bulb, producing with great freedom, large, amaryllis-like, pure white, very fragrant blossoms. The bulbs should be planted out in June. Bulbs can be taken up in October, and after a few weeks' rest, potted for flowering in the house, or kept over for planting out another season. 25c each; 3 for 65c; doz., \$2.35, prepaid.



Tuberose, Dwarf Pearl

Montbretia

A Lovely Cut Flower

Montbretias are easily grown and their graceful flowers add much to any garden. They are highly valued for cut flowers. Montbretias are quite hardy if given some protection, or the bulbs may be stored same as Gladioli. Plant early in spring, in a warm, sunny, well drained location. The colors range through yellow and pink to deep red, with all intermediate shades. They bloom in the fall. 3 for 30c; doz., 90c; 100 for \$6.50, prepaid.

Tuberose

The Tuberose is one of the most delightfully fragrant summer flowers. It is fond of light and heat and should not be set outdoors until May 1st.

DWARF EXCELSIOR PEARL.—Lovely double flowers, glistening white like wax, from 40 to 50 flowers. Large size, 15c each; 3 for 40c; doz., \$1.25, prepaid.

MEXICAN TUBEROSE.—Pure white, single flowers of delightful fragrance. 12c each; 3 for 30c; doz., \$1.00, prepaid.

ISBELL'S GLADIOLI

New and Choice Sorts

As a summer cut flower Gladioli can hardly be excelled while for garden display in small and large groups they are planted more generally every year.

Gladioli succeed almost anywhere and may be planted from the last of April until June 15th for succession of bloom.

Our Low Prices Include Transportation Charges.

ANNA EBERIUS.—Of a striking dark velvety purple or plum color. No other Glad like it in color. Each, 9c; doz., 80c; 100 for \$6.00, prepaid.

BERTY SNOW.—Large flowers of lovely lavender color. Fine exhibition and cut flower sort. Each, 6c; doz., 60c; 100 for \$4.25.

CHAS. DICKENS.—One of the best dark colored Glads. Violet-red. Each, 6c; doz., 60c; 100 for \$4.50, prepaid.

CRIMSON GLOW.—Deep brilliant crimson; very large flowers. Each, 5c; doz., 50c; 100 for \$3.50, prepaid.

DR. F. E. BENNETT.—Vivid, fiery scarlet; the brightest red Glad. Tall, heavy spikes. Each, 6c; doz., 60c; 100 for \$4.25.

GIANT NYMPH.—Extra large flowers of La France pink color with light yellow throat. Each, 5c; doz., 50c; 100 for \$3.50.

GOLDEN DREAM.—Richest, clearest pure golden yellow. Of dwarf growth. Each, 5c; doz., 50c; 100 for \$3.50, prepaid.

GOLDEN MEASURE.—Largest flowered pure golden yellow. Each, 6c; doz., 60c; 100 for \$4.50, prepaid.

ILLUMINATOR.—Brilliant carmine-red of wonderful richness. Each, 7c; doz., 70c; 100 for \$5.00, prepaid.

JOE COLEMAN.—Rich bright red; beautifully ruffled petals. Blooms early. Each, 6c; doz., 60c; 100 for \$4.50, prepaid.

KIRCHHOFF'S VIOLET.—The largest flowered Gladiolus of this color, true violet-blue; throat a shade deeper. Each, 10c; doz., \$1.00; 100 for \$7.00, prepaid.

LOS ANGELES.—This is the nearest to an everblooming Gladiolus. Good sized flowers, shrimp-pink with orange-carmine throat. Each, 6c; doz., 60c; 100 for \$4.50, prepaid.

Mildred Louise Outstanding new Glad with a giant spike studded with mammoth flowers measuring 5½ inches across. A lovely shade of deep salmon-pink with yellow throat. Each, 15c; doz., \$1.65; 100 for \$12.00, prepaid.

OPALESCENT.—Wonderful spikes of very large, pale rose-lavender flowers. An extra fine orchid colored Glad. Each, 6c; doz., 60c; 100 for \$4.50, prepaid.

Paul Pfitzer New. Brilliant velvety violet-purple. Large, massive flowers on strong stems. Each, 10c; doz., \$1.00; 100 for \$7.00, prepaid.

Pfitzer's Triumph This is a truly wonderful Glad. Immense blooms of brilliant orange-salmon with small red blotch. Great exhibition variety. Each, 10c; doz., \$1.00; 100 for \$7.00, prepaid.

Picardy Sensational new sort. Delicate apricot-pink, extremely large ruffled flowers of heavy waxlike texture. A great exhibition Glad. Each, 8c; doz., 85c; 100 for \$6.00, prepaid.

PRIDE OF WANAKAH.—Lovely deep rose color. Tall, robust grower. Each, 8c; doz., 70c; 100 for \$5.00.

PRIMULINUS HYBRIDS.—The most graceful of all Gladioli. Fine color range. They bloom early and for a long time. Doz., 45c; 50 for \$1.75; 100 for \$3.00, prepaid.

PURPLE GLORY.—A wonderful flower of deep velvety maroon-red, with almost black blotches. (Flowers are not purple as the name would indicate). Each, 8c; doz., 75c; 100 for \$5.50, prepaid.

ROMANCE.—Large blooms of orange with salmon-rose shading, red and yellow throat; petals bordering wine-blue. Each, 8c; doz., 75c; 100 for \$5.50, prepaid.

ROSE QUEEN.—Pure rose-pink of a beautiful shade. Very early. Each, 6c; doz., 60c; 100 for \$4.25, prepaid.

SALMON BEAUTY.—Large, showy Primulinus type. Salmon-pink with golden throat. Each, 6c; doz., 50c; 100 for \$3.25, prepaid.

WHITE LILY.—Lovely pure white, lily-shaped flowers. Blooms early. Each 7c; doz., 60c; 100 for \$4.25, prepaid.

W. H. PHIPPS.—Enormous flowers of beautiful salmon-pink. Each, 6c; doz., 60c; 100 for \$4.25, prepaid.

Gladiolus Mixtures

ISBELL'S SUPERB MIXTURE.—Imagine the beauty of a garden made up of all the standard named varieties that we list and some additions from the new types. This is the way our Superb Mixture is made up, and we challenge comparison for richness and variety of bloom. All first size bulbs, doz., 65c; 25 bulbs for \$1.25; 100 for \$4.00, prepaid.

CHOICE MIXED.—Lower in price than Superb and so desirable when very large beds and massings are wanted. All colors. Doz., 40c; 50 bulbs for \$1.50; 100 bulbs for \$2.50, prepaid.

Happy Home Mixture

A fine mixture at a very low price. This is a good assortment of varieties and the bulbs are all of "blooming" size. 50 bulbs for \$1.25; 100 for \$2.00; 1000 for \$17.50, prepaid.



Mrs. S. M. Isbell

MINUET.—Very large flowers of light lavender color. Highly recommended. Each, 10c; doz., 90c; 100 for \$6.50, prepaid.

MRS. LEON DOUGLAS.—Claimed to be the largest of all Glads. Begonia-rose, striped brilliant scarlet. Each, 6c; doz., 60c; 100 for \$4.50, prepaid.

MRS. P. W. SISSON.—Immense ruffled flowers of a soft pink color. Each, 6c; doz., 60c; 100 for \$4.50, prepaid.

Mrs. S. M. Isbell Fine clear light pink, with soft yellow shading in the center. Slightly ruffled petals and the blooms nicely arranged on a fine strong spike. Each, 10c; doz., 90c; 100 for \$6.50, prepaid.

NANCY HANKS.—Rich apricot colored flowers of beautiful shape. Each, 6c; doz., 60c; 100 for \$4.50, prepaid.



Mrs. P. W. Sisson



Mildred Louise



Kirchhoff's Violet

HARDY GARDEN LILIES

Beautiful and Permanent

Lilies are becoming increasingly popular and may be grown successfully by any gardener. They bring charm to the garden quite different from that of any other flower. You may have cool whites, rich yellows and dazzling scarlets. Lilies may be had in bloom from early summer until fall by proper selection.

Plant Lilies informally in clumps or large masses. Place the bulbs 4 to 8 inches deep (depending upon variety and size of bulbs), with a handful of sand around each one. If the soil is well enriched, so much the better for the size and beauty of the flower. A well drained deep soil gives the best results. Bone meal is the best fertilizer.

Some Lilies produce large bulbs, such as Auratum and Rubrum, whereas many others will never make such a large bulb, as for example the Pardalinum and Tenuifolium.

The Best Varieties

LILIUM AURATUM (The Gold-Banded Lily of Japan).—Considered the most beautiful of all the Lily family. Excellent for cut flowers, blooming in July and August. Very large flowers, pure white, dotted with crimson, while through the center of each petal runs a golden band. Of delicious fragrance; 3 to 5 feet tall and will bear up to twenty flowers. Succeeds best in open, porous soil, not in rich humus. Plant the bulbs very deep. 30c each; 3 for 80c; \$3.00 per doz., prepaid.

LILIUM CANADENSE (The Meadow Lily).—With beautiful, drooping, bell-shaped flowers of yellow, spotted with crimson; red anthers; up to ten flowers to each stem. Very hardy and easy to grow. It flowers in June and July. 2 to 3 feet. 25c each; 3 for 65c; \$2.35 per doz.—Extra select bulbs, 35c each, prepaid.

L. SUPERBUM (Nodding Lily; Turk's Cap Lily).—Gives a brilliant effect—bright orange-red, spotted brown; red anthers. Even a small clump will supply you with hundreds of flowers from June to August. 4 to 5 feet. 20c each; 3 for 50c; \$1.75 per doz.—Extra large bulbs, each, 30c; 3 for 80c; \$2.85 per doz.

THE BRIGHT RED CORAL LILY

L. TENUIFOLIUM (Coral Lily or Fern-Leaved Lily).—See color illustration on page 91. Brilliant coral-red flowers in clusters up to fifteen; slender stems 1½ to 2 feet high with finely cut, fernlike foliage. Does well in moist situations and partial shade. The bulbs should be set deep. Blooms June to July. 20c each; 3 for 45c; \$1.50 per doz. Extra large bulbs, 25c each; 3 for 65c.

L. TIGRINUM SPLENDENS (The Single Tiger Lily).—An improved form of the old well known Tiger Lily. Bright orange-red with black spots and red anthers. Very showy. Blooms August and September. 3 to 5 feet. 15c each; 3 for 40c; \$1.35 per doz.—Extra large bulbs, each, 25c; 3 for 65c; \$2.35 per doz.

L. TIGRINUM FLORE PLENO (The Double Tiger Lily).—This is the double-flowered form of the preceding species. A very stately plant, 3 to 4 feet high, bears a large number of light orange-red flowers, spotted black. Blooms July to August. The only desirable double Lily. 20c each; 3 for 45c; \$1.20 per doz., prepaid.—Extra large bulbs, each, 30c; 3 for 80c.

L. UMBELLATUM.—This beautiful Lily is of easy culture, grows 2 to 3 feet high and blooms in umbels of 3 to 5 upright bright scarlet flowers. Very hardy, succeeding almost anywhere; multiplies freely. June to July. 20c each; 3 for 50c; \$1.75 per doz., prepaid.—Extra large bulbs, each, 30c; 3 for 80c; doz., \$2.85, prepaid.



Double Tiger Lily



Lilium Elegans

L. ELEGANS.—One of the most showy, hardy and satisfactory Lilies for general planting. As brilliant as Tulips, with fine cup-shaped blossoms borne in upright umbels. In shades of red, orange and yellow. Blooms June and July. 2 to 3 feet. 20c each; 3 for 50c; \$1.75 per doz.

L. HENRYI (Yellow Speciosum Lily). Large branching heads of beautiful bright orange-yellow flowers with recurved petals. Hardy, easy to grow and a free bloomer. 5 to 6 feet. August-September. Cover 7 to 8 inches. Large bulbs, 25c each; 3 for 65c; \$2.35 per doz., prepaid.

THE ROYAL OR REGAL LILY

L. MYRIOPHYLLUM (The Regal Lily).—See color illustration on page 91. A real beauty with large white flowers shading to yellow in the center, with a faint tinge of pink at the edges. Deliciously scented, similar to the Jasmine; extremely hardy, robust grower and free bloomer. One of the finest garden Lilies, bearing up to 9 flowers to the stem. Very easy to grow; set the bulbs 5 to 6 inches deep. 3 to 5 feet. Blooms in July. Blooming size bulbs, each, 15c; doz., \$1.50; 100 for \$10.00, prepaid.—Select size bulbs, each, 20c; doz., \$1.35, prepaid.—Extra large bulbs, each, 30c; 3 for 75c; doz., \$2.75, prepaid.

L. PARDALINUM (Leopard or Panther Lily).—Flowers are yellow spotted with rich brown, each petal tipped with scarlet. Very free flowering. Hardy, of robust growth. Late June to early August. 3 to 4 feet high. 25c each; 3 for 65c; \$2.35 per doz., prepaid.—Extra large bulbs, each, 35c; 3 for 90c; doz., \$3.25, prepaid.

L. SPECIOSUM RUBRUM.—Fine waxlike flowers; petals are white shaded and spotted rose. A very attractive flower with recurved petals. 3 to 4 ft. Blooms August and September. Succeeds best in leaf soil. Plant deep. 30c each; 3 for 80c; \$3.00 per doz.

The New Wonder Lily—Everblooming

PHILIPPINENSE FORMOSANUM.—A very graceful hardy Lily with long, wide-mouthed, trumpet-like flowers; pure white with a beautiful pale emerald-green throat. Very fragrant. They commence blooming in early August and continue to flower until frost. Plant 4 inches deep in well drained, sandy soil. 3 to 4 feet high. 25c each; 3 for 65c; doz., \$2.35, prepaid.—Extra select bulbs, 40c each.

The Purple Martagon Lily — The Only Lily of This Color

Beautiful waxlike purple flowers with reflexed petals. 20 to 30 blooms to each stem when the plants become established. Of easy culture, comes back finer and stronger each successive year. Will grow equally well in partial shade or full sun. 4 to 5 feet tall, blooming June-July. Plant the Bulbs about 5 inches deep. Each, 50c; 3 for \$1.35, prepaid.

1937 Lily Collection — Four Very Lovely and Hardy Kinds

ELEGANS, REGAL, SUPERBUM, AND UMBELLATUM

1 of each (4 bulbs), for only 70c, prepaid.

3 of each (12 bulbs), for only \$1.90, prepaid



A Border of Peonies Makes a Marvelous Showing

Isbell's Magnificent Free Blooming Peonies

The Peony is a noble flower, almost rivaling the rose in coloring, perfection of bloom and fragrance. It is perfectly hardy without protection; is not troubled with insect pests or diseases, and once planted takes care of itself, increasing in size and profusion of bloom each year. They last a lifetime and longer.

The roots you get from us are field grown, large and healthy, showing 3 to 5 good eyes.

Plant in spring, in well enriched soil. Set the roots with crown or eyes covered not more than 2 or 3 inches. PLEASE NOTE OUR VERY LOW PRICES ON BEST QUALITY.

BARONESS SCHROEDER.—One of the finest. White with shadings of flesh; rose type. Immense flowers, freely produced. Pleasing June-rose fragrance. Strong grower; midseason. 45c each; 3 for \$1.20; \$4.25 per doz.

EDULIS SUPERBA.—The earliest in our collection. A large flower of brilliant rose-pink with silvery reflex. Very fragrant. 35c each; 3 for 90c; \$3.25 per doz.

FELIX CROUSSE.—Brilliant dazzling red; very bright and effective; easily the best of that color. It blooms in midseason. The flower is round and full, delightfully fragrant. 45c each; 3 for \$1.25; \$4.25 per doz., prepaid.

FESTIVA MAXIMA.—The finest white Peony. Flower is extra large, full and double, pure snow-white. Blossoms early. 30c each; 3 for 75c; \$2.50 per doz., prepaid.

FLORAL TREASURE.—Lovely shade of clear light pink; fragrant. Showy in the garden; midseason to late. 30c each; 3 for 75c; \$2.50 per doz., prepaid.

KARL ROSENFELD.—Rich velvety bright red, clear and brilliant without a trace of purple; very large flowers of the semi-rose type and slightly fragrant. Medium early. 50c each; 3 for \$1.25; \$4.50 per doz., prepaid.

LORD KITCHENER.—Remarkably brilliant colored Peony. Lovely flowers of the rose type, brilliant cherry-red. Good grower and free flowering sort. Blossoms early. 65c each; 3 for \$1.75; \$6.00 per doz., prepaid.

MADAME DUCCEL.—Bright silvery pink, chrysanthemum-flowered, large and shapely blooms. Its beauty is irresistible. Of pleasant fragrance; free bloomer and strong grower. Early midseason. 40c each; 3 for \$1.00; \$3.50 per doz., prepaid.

MONS. JULES ELIE.—Immense globular flowers of bright rose-pink, overlaid with a glistening sheen of silver. One of the largest and most beautiful Peonies, like a great big chrysanthemum. Blossoms early. 45c each; 3 for \$1.20; \$4.25 per doz.

OFFICINALIS RUBRA PLENA.—The old-fashioned dark red sort of our grandmother's garden, now very scarce. Perhaps the most brilliant of all the red Peonies. It is in full bloom by Decoration Day throughout the North. 65c each; 3 for \$1.75; \$6.25 per doz., prepaid.

PRIMEVERE.—Finest yellow Peony. Center of flower deep sulphur-yellow, outer petals creamy white. Tall, free bloomer; midseason. \$1.00 each; 3 for \$2.75.

REINE HORTENSE.—Beautiful hydrangea-pink flowers of largest size. It has all the qualities that could be required. Delicious fragrance, strong, healthy growth, large flower on straight stem. 60c each; 3 for \$1.65; \$6.00 per doz.

RICHARD CARVEL.—Brilliant bright crimson, all one shade. Immense globular flowers. Early, profuse bloomer, long stems. Each 60c; 3 for \$1.65; \$6.00 per doz., prepaid.

SARAH BERNHARDT.—One of the very best of the newer varieties. Lovely apple-blossom pink with each petal silver tipped. Flowers full double, of very large size and with agreeable fragrance. Blossoms midseason. Each, 50c; 3 for \$1.35; \$4.75 per doz., prepaid.

TENUIFOLIA. (The Fern Leaved Peony).—Earliest to bloom of all Peonies. Graceful, finely cut foliage. Flowers very double, of clear brilliant red color. Dwarf in growth; fine round bushes. Very scarce sort. \$1.50 each; 3 for \$4.00.

THERESE.—Among the world's finest, and the largest size flower of all. Exquisite light satiny pink. The blooms are of enormous size so that they require support. They are very double, with delicate fragrance. Free blooming. Midseason. 90c each; 3 for \$2.50, prepaid.

Mixed Double Peonies

The quality and price of this mixture make it highly desirable. A nice assortment of varieties and colors. 25c each; 3 for 60c; \$2.00 per doz., prepaid.

Double Peonies in Colors

PINK SHADES.—30c each; 3 for 75c; \$2.75 per doz.

REDS.—30c each; 3 for 75c; \$2.75 per doz.

WHITES.—25c each; 3 for 60c; \$2.00 per doz.

Beauty Collection of Peonies \$1.50

SARAH BERNHARDT.—Apple-blossom pink.

FESTIVA MAXIMA.—Large white.

KARL ROSENFELD.—Velvety deep red.

MADAME DUCCEL.—Bright silvery pink.

Economy Collection

Only 95c Prepaid

EDULIS SUPERBA.

—Brilliant pink.

FELIX CROUSSE.—

Dazzling red.

FESTIVA MAXIMA.

—White.

FLORAL TREASURE.—

Light pink.



Calla—Lily-of-the-Nile

Calla Lilies For Garden and House Culture

WHITE LILY-OF-THE-NILE (Aethiopica).—Everyone knows and admires the large waxy white flowers of the Lily-of-the-Nile. It holds a certain fascination hard to describe and its presence is an inspiration. Plant in the spring for outdoor bloom in summer. 25c each; 3 for 50c; doz., \$1.75.

YELLOW CALLA.—Same form as the White Calla, but color is a pleasing shade of light yellow. Makes a dandy house plant, and is quite showy in the garden. You will want it among your flowers. 25c each; 3 for 50c; doz., \$1.75.

A New Service for Your Lawn

You Can Now Buy Your Lawn Grass Seed on the "Isbell Lawn Prescription Plan"

Copyright 1937 by Isbell Seed Co., Jackson Michigan



EXPLANATION OF "ISBELL'S LAWN PRESCRIPTION PLAN"

No charge for it. All you have to do is follow instructions and buy your lawn seed from us at prices quoted.

1. State size of ground to be sown.
2. Is it a new lawn or one to be re-seeded?
3. What kind of seed was last sown on it?
4. If it's shady, what part of the day does it get sun?
5. Is it well drained or wet?
6. Level or sloping?
7. Is soil sandy, black loam or clay?
8. Is there a large tree on it?
9. Do your summers usually have plenty of rain? and do you have hot winds?
10. Do you usually have heavy snows in the winter?
11. Do you use manure or commercial fertilizer?
12. State whether your lawn has heavy use or is not walked on much.

Not a Lawn "Cure-All," but Certainly Gives Wonderful Results

Just answer these questions, remit sufficient money to pay for the seed, and we prepare a special formula for you, and send your quantity of "Special Prescription."

No charge for our time and knowledge in making up the formula adapted to your lawn. As some imported expensive grasses will be included (which are not commonly used in lawn mixtures generally sold) you pay us a few cents a pound more for the seed because it costs us

more. JUST REMEMBER—it's the LAWN, next summer and the following summer, which will be seen in its superior expensive-looking dress, and not the few cents difference in cost between YOUR LAWN and what you would have if you had not given it Isbell's "Prescription".

1 lb. to 3 lbs. Prepaidper lb. 65c
5 lbs. to 9 lbs. Not Prepaidper lb. 55c
10 lbs. and over Not Prepaidper lb. 50c

ISBELL'S "SPECIAL PRESCRIPTION" LAWN GRASS SEED

This gives you, irrespective of where you live, the assurance that you can have a beautiful, emerald-green, thick, velvety lawn, which won't "dry out" in summer, nor "die" in winter, for the same price you have been paying for Lawn Grass Seed which is not tailor-made to fit YOUR particular soil, YOUR climate, and the conditions which exist on your lawn. They may, and probably do, vary from those of friends right in your own town.

We have discovered the cause of so many lawns being unattractive and inferior, while others, sown with the same seed, a few blocks away, are perfect carpets of rich green turf all summer long. It is this: Each lawn should be diagnosed by a lawn grass expert, and a specially prepared formula of grasses sown which will make the best lawn under the conditions described.

IF YOU DON'T THINK this is true, look over your friends' lawns next summer and note the extremes of appearance. Some "simply look awful," others "pretty fair," a few "very good" and occasionally one, "nearly perfect." Yet, all probably sprinkled them and cared for them alike. It's in the seed. It's in the varieties of grasses blended in the mixture, just as it is in any prescription. What will cure one person may kill another.

We have seen the best grass seed mixture obtainable planted in Philadelphia, and produce a bad looking lawn. The same mixture sown at Atlantic City developed a perfectly beautiful one. Yet sown in Detroit, it was neither bad looking nor "perfectly beautiful"—it was just a very ordinary lawn, which no one would stop and admire.

Directions for Making Lawns

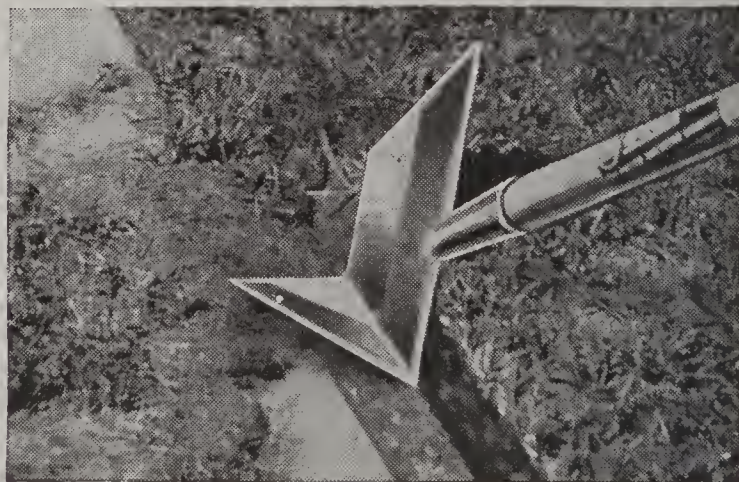
First.—A rich, properly prepared soil. If the ground is naturally rich, all that is necessary is that it be well spaded, making it as fine and mellow as possible. If, as is often the case, it consists of earth from the excavation for the house, or is hard or lumpy, it should first receive a good dressing of manure, which should be spaded in and mixed with the soil.

Second.—We must have good seed of the right varieties. Some sorts are the most luxuriant in the spring, others in summer, and still others in autumn, and a wise selection of varieties in proper proportion is very important.

Third.—It is important that the seed be sown evenly at the rate of 1 lb. each 300 square feet or from 125 to 150 lbs. per acre. Should be sown early in the spring or in the fall, but may also be sown any time during the summer if plenty of water is available. Roll the ground and then rake lightly. Sow the seed evenly and rake the ground again to cover the seed. When watering before the seed is well started, care must be taken or the seed will be washed off, particularly if the lawn slopes.

Other Lawn Grasses and Mixtures
are on Page 89

The Greatest Tool of All for Edging Your Lawn, Borders and Flower Beds



GARDEX TURF EDGER

This New Edger cuts turf vertically and horizontally in one operation working forward or backward. Steel polished blade and sharpened on all sides except top. 4½ foot handle. Weight packed 4 lbs., NOT prepaid. Add postage extra for your zone. Price, \$1.15.

Strong, Hardy, Transplanted Vegetable Plants



Cabbage Plant

WILL HELP YOU TO EARLY MARKET PRICES—THEY ARE GROWN RIGHT FROM SELECTED SEED.

All plant orders going beyond the third zone (over 300 miles) will be shipped at purchaser's risk; we assume no responsibility.

You will have early maturing vegetables, and few disappointments from plants dying on being set out, or nipped by frost. The treatment they receive at our greenhouses so hardens the plants that they will stand cold. Experience has taught us just how to transplant to develop the big bunches of fibrous roots.

Shipments will be made on orders as soon as the plants are ready. Dates given are approximately right. Prices on dozen and hundred lots include carrying charges, either by parcel post or express. Prices on 1,000 lots do not include transportation charges. We supply transplanted stock (not seedlings) at prices quoted.

No orders filled for less than 1 dozen plants of a single variety. And owing to packing costs, we cannot accept orders under 50c total.

TOMATOES.—Early and Medium Sorts—Ready May 10th; Late kinds, May 20th.

Alpha Pink, Earlibell, Marglobe, Phenomenal and Scarlet Topper. Doz., 35c; 100 for \$1.75, postpaid.—Not prepaid, \$14.50 per 1000.

Isbell's Colossal and Oxheart. Doz., 45c; 100 for \$2.00, prepaid. Chalk's Jewel, Earliana, Bonny Best, John Baer, Stone, Beauty and Ponderosa. Doz., 30c; 100 for \$1.50, postpaid.—Not prepaid, \$12.50 per 1000.



Tomato Plant

CABBAGE.—Early Varieties—Ready about April 10th; Jersey Wakefield, Golden Acre, All Seasons, Copenhagen Market and Glory. Price, doz., 25c; 100 for \$1.50, postpaid.—Not prepaid, \$10.00 per 1000.

Late Varieties.—Ready June 1st to July 15th: Jackson Winter, Danish Ballhead, Danish Roundhead, Premium Flat Dutch. 50 for 60c; 100 for \$1.00, postpaid.—Not prepaid, \$5.00 per 1000.

Red Stonehead and Drumhead Savoy. Doz., 30c; 100 for \$1.50, postpaid.

CAULIFLOWER.—Early Transplanted—Ready April 15th. Isbell's Snowball and Dry Weather. Doz., 35c; 100 for \$2.25, postpaid.—Not prepaid, \$17.50 per 1000.

Field-Grown Plants of Cauliflower. Ready in June. 100 for \$1.75, postpaid.—Not prepaid, \$10.00 per 1000.

CELERY.—Early Transplanted—Ready about May 1st: Golden Self-Blanching, Easy-Blanching, and White Plume. Doz., 30c; 100 for \$1.75, postpaid.—Not prepaid, \$10.00 per 1000.

EGGPLANT.—Ready May 20th. New York Improved. Doz., 40c; 100 for \$2.50, postpaid.

PEPPERS.—Ready May 20th. Chinese Giant, California Wonder, Harris' Early Giant, Ruby King, Pimiento, Bull Nose, Long Red Cayenne. Doz., 35c; 100 for \$1.75, postpaid. Write for prices in quantity.

SAGE PLANTS.—The leaves are used for seasoning. 3 for 30c; doz., \$1.00, prepaid.

Asparagus
Chives

Vegetable Roots

Horseradish
Rhubarb

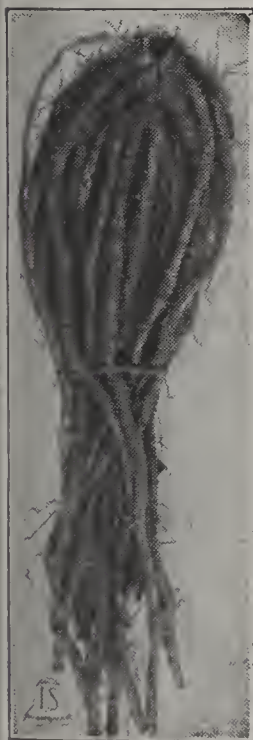
Asparagus Roots

A bed of Asparagus in the garden properly attended to will for many years furnish an abundance of the finest vegetable in the early spring. An Asparagus bed is a permanent investment and every garden should have one. Plant about 8 to 10 inches apart in the row, and the rows 3 to 3½ feet apart. Plant deep enough to permit the crowns to be covered about 3 to 4 inches, with rich, mellow soil. The roots may be planted either in the spring or fall. Two year old plants give best results. We have a very fine stock of strong field-grown roots.

For full description of varieties, see page 10.

Price on following varieties: Bonvallet's Giant—Giant Argenteuil. Strong, selected, two-year roots, 100 for \$1.25; 500 for \$5.00, not prepaid.—By mail, postpaid, 12 for 35c; 25 for 60c; 100 for \$1.65.

NEW WASHINGTON.—The New Giant Rust-Proof Variety. Two-year-old roots, 100 for \$1.35; 500 for \$6.00, not prepaid. By mail, postpaid, 12 for 40c; 25 for 75c; 100 for \$2.00.



Asparagus
Roots

Horseradish

Horseradish is easily grown from sets—small lengths of roots. These sets, if planted in the spring in good, rich soil, will form large roots by fall. The sets should be planted with the small end down and the upper portion 2 inches below the surface. Plant in rows 2 or 3 feet apart and set roots 12 to 15 inches apart in the rows.

"MALINER KREN."—This new variety from Bohemia is by far the best. It is larger, earlier and whiter than the common kind. Ready to use in 125 days. Prices, postpaid: Choice sets, doz., 35c; 100 roots, \$1.50. Not prepaid, 1000 roots, \$10.00.

BERMUDA ONION PLANTS

These will make large sweet onions for the table in a very short time. Full description on page 35. Price, 200 plants, 35c; 500 plants, 85c; 1000 plants, \$1.50, prepaid.—Not prepaid, crate of 6000, \$4.75.

Rhubarb or Pie Plant

Our first and best Spring tonic. It contains valuable mineral elements which should be a part of the family diet all the time, either fresh or in the canned state.

Rhubarb is considered a necessity in the home garden, furnishing very early in the spring, juicy stalks for the favorite rhubarb pie, for sauce, for canning for winter use, for wine-making, etc. The richer the soil the larger and juicier the stalks will be. Plant the roots 3 to 4 feet apart each way; they may be set out either in the spring or fall. A bed of Rhubarb, or at least a few clumps, should be in every garden—it is a permanent investment for little cost.

GIANT VICTORIA RHUBARB ROOTS.—The best variety. Excellent quality and large stalks.

Prices, by mail, postpaid: 15c each; 3 for 35c; 12 roots for \$1.00.—Not prepaid, 12 roots for 85c; 50 roots for \$3.00.

Chives - Schnittlauch

An onion-like plant, which by some is highly esteemed for use as a salad, and the green stems afford a very pleasant onion flavor for soups. The plant also makes

an excellent ornamental garden bed edging, which may frequently be cut, a new growth of leaves appearing soon after each cutting. The seed may be sown in rows in the garden or in boxes and transplanted. After 2 or 3 years the plants may be taken up, divided and reset. **Chives Plants, per clump, 25c; 5 for \$1.00, prepaid.**



Rhubarb or Pie Plant

Fertilizers and Accessories FOR FARM AND GARDEN

VIGORO

Complete plant food

For
Lawns
Gardens
Flowers
Shrubs

Vigoro is a quick acting well balanced plant food that is odorless, clean and easy to apply. Sow at the rate of 3 to 4 lbs. per 100 square feet. Vigoro will make your lawn a rich velvety green and work wonders in your vegetable and flower garden. Also splendid for roses and shrubs. 5-lb. pkg., 50c; 25 lbs., \$1.50; 50 lbs., \$2.50; 100 lbs., \$4.00, f. o. b. Jackson.

Bone Meal

A splendid slow acting fertilizer for the lawn, garden and flower bed. Safe and sure. Especially good for peonies, roses and all plants grown from bulbs such as gladiolus, cannas, tulips, etc. 10 lbs., 50c; 25 lbs., \$1.00; 50 lbs., \$1.75; 100 lbs., \$2.95, f. o. b. Jackson.

Pulverized Sheep Manure

Quick acting fertilizer for all purposes. Use it on your lawn, garden, flowers, etc. Promotes rapid, steady growth. Makes the richest, safest and quickest liquid manure. 25 lbs., 80c; 50 lbs., \$1.35; 100 lbs., \$2.25, f. o. b. Jackson.

SEMESAN SEED DISINFECTANTS

Prevents germs of smut, blight, scab and rust being carried in the seed. Promotes a clean, thrifty growth, and hastens germination. Comes in dry powder form. Simply mix with the seed and sow. For potatoes dissolve in water and pour over seed. Safe, economical and easily applied. Prices:

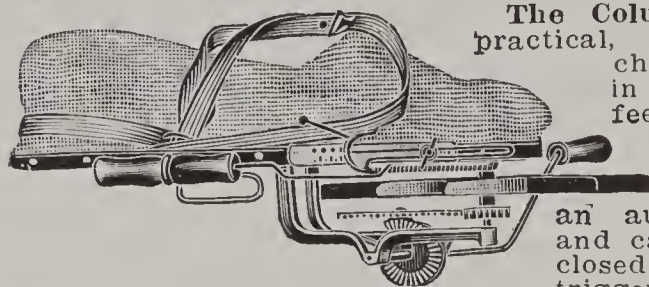
Semesan (for vegetable, flower seeds and bulbs; 1 oz. treats 15 lbs. of seed)—2 oz., 40c; lb., \$2.35, prepaid.

Semesan Jr. (for all kinds of seed corn; 1 lb., treats 8 bushels)—4 ozs., 35c; lb., \$1.00; 5 lbs., \$4.75, prepaid.

Semesan Bel (for seed potatoes; 1 lb. treats 75 bushels)—4 ozs., 50c; lb., \$1.60; 5 lbs., \$6.75, prepaid.—Not prepaid, 25 lbs., \$31.00.

Ceresan (for oats, barley, wheat, rye; 1 lb. treats 32 bus.)—1 lb., 75c; 5 lbs., \$3.00, prepaid.

Columbia Broadcast Seed Sower



The Columbia Seeder is practical, neat, and mechanically correct in construction. It feeds from both sides and distributes seed evenly. It has an automatic cut-off and can be opened or closed by pressing a trigger. The fan or

distributing wheel is made from heavy sheet metal and will not curl up when coming in contact with anything.

The bag is made from strong cloth, and holds nearly a half-bushel. Will sow: Wheat, Rye, Oats, Buckwheat, Field Peas, Flax, Clover, Turnips, Timothy, Millet, Alfalfa, all kinds of Grass Seeds, Fertilizer, Ashes, Salt, etc.—practically anything that is to be sown broadcast. Only \$2.20, prepaid.

ALWAYS
USE

Hotkaps

FOR EARLY
VEGETABLES

Hotkaps have been used by the millions from Maine to Texas to protect plants from frost, excess rain, wind and cold, and from the ravages of birds and insects. They maintain a perfect mulch around each plant. Growth is materially forced, resulting in stronger plants maturing two to three weeks earlier.

Hotkaps are patented waxed paper cones, placed over each plant as it is set out. Each Hotkap is a small hot-house. It is easily put in place—one man can set more than 3,000 a day. Hotkaps come in rolls of 1,000 for ordinary use, and in special trial or garden packages. For rapid placing, use the steel Hotkap setter.

1000 Hotkaps for \$9.75; 5000 Hotkaps @ \$9.65 per M; 10,000 Hotkaps @ \$9.55 per M. Weight per thousand, 28 pounds. Steel Hotkap Setter and Tamper (wt. 4 lbs.), \$1.50. Garden Package of 100 Hotkaps, Garden Setter and Tamper for \$2.40. Weight 5 lbs. Special Garden Package of 250 Hotkaps, Garden Setter and Tamper for \$3.65. Weight, 9 lbs.

All prices f. o. b. Jackson. If wanted sent by mail, add postage for your zone.

SPECIAL Home Garden Package—25 Hotkaps with Setter 50c. Send postage for your zone for 2 lbs. weight.

Watch-em-Grow PLANT FOOD



WATCH-EM-GROW PLANT FOOD is a highly concentrated fertilizer especially developed for house plants and flowers. A teaspoonful dissolved in hot water is poured into a gallon of cold water. The plants are watered with this every few days at the start until a decided improvement takes place. After this use once a month. For potting plants mix a teaspoonful of Watch-Em-Grow in a gallon of earth.

SPECIAL OFFER.—Large Trial Package Only Ten Cents. After using this, return the empty package and only forty cents for a regular 8-ounce can of Watch-Em-Grow, prepaid. This gives you the Trial Package free in the end. Full directions on each package. Large Trial Package Only 10c, Big 8-ounce can, 50c, postpaid.



NEWEST, QUICKEST WAY TO APPLY PLANT FOOD TO YOUR LAWN

PRICE 85c; POSTPAID \$1.00

The old messy way is done away with by the use of this new patented device.

Packed in a compact box—full instructions for assembling in the package.

It is so simple to operate that a child can run it. No wasting of fertilizer as it is efficient and does the fertilizing quickly. You'll find it fun to operate it.

IDEAL HAND WEEDER

HANDIEST TOOL ON EARTH.



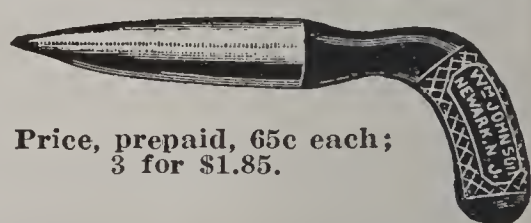
A Handy Tool

You will do a better job of weeding and do it more quickly by using an Ideal Hand Weeder. The band over the fingers leaves the hand perfectly free. Onion growers consider this the best. Price, 25c each, prepaid. Not prepaid, doz., \$2.25.

Weight per dozen, 4 lbs.

DIBBERS

The Isbell steel-pointed Dibber aids greatly in setting vegetable plants, bulbs, etc. Iron handle, all in one piece, very strong.



Price, prepaid, 65c each; 3 for \$1.85.



GARDEX Soil Flow GARDEN TOOLS

A new and modern line. Used and endorsed by garden clubs, agricultural schools, gardeners and for small home gardens. Modern because their new designs and easy pulling power take so much toil out of gardening—no chopping backbreaking motions—five times faster weeding and cultivating, and they do perfect work.

We publish a circular presenting several other types of the "Gardex" line. Write for copy if the following tools are not all that you need. **WE GUARANTEE THEM** to do satisfactory work.

Prices **DO NOT** include postage. Add sufficient to pay postage to your zone. The weights include packing and wrapping.



Note how it digs in—lifts soil—gets weeds.

GARDEX PULL HOE

With an easy pull and the sharp V-Shaped Blade. As you walk along, the soil flows over and through the side guards which also protect plants when doing quick, loose work. Thus it weeds and cultivates in one operation, leaving soil finely mulched just where you want it, without exposing moist soil to sun. No weeds can escape and it gets most of them out by the roots. Handle fits socket perfectly—a firm tump and it's in to stay—no bolts, screws or wedges to bother with. Made of Special High Carbon Steel for lasting service. Polished Blade. **No. 1004**—4 inches wide, 4½ foot Handle. **Price, 95c.** Weight 3 lbs., **No. 1005½**—5½ inches wide, 5 foot Handle. **Price, 1.10.** Weight 3 lbs.

FEENY DUST GUNS

The Best All-Purpose Dusters Made.

Feeny Dusters have the patented piston packing feature which allows the greatest moving column of air and the greatest force with the least possible exertion.

FEENY DUSTER—MODEL B

A fine durable, small Duster of smaller capacity than the Model D. Very suitable for a small home garden. Light in weight and easily held in the hands in the most natural position. Economical, as it applies the powder in the right quantities at the right place for effective work. Priced very low—\$1.00, postpaid.

FEENY DUSTER—MODEL D



This Duster answers a call for a practical field and garden Duster having a hopper capacity large enough for extensive field use. The Model D is made of extra heavy materials throughout. The hopper has a capacity of two quarts. It is provided with a large screw cap filling opening and has a detachable flared extension nozzle. The Model D is so constructed that the finest atomization is assured at all times. **Price, \$3.25; add 25c postage** if wanted by mail. Shipping weight, 5 lbs.,

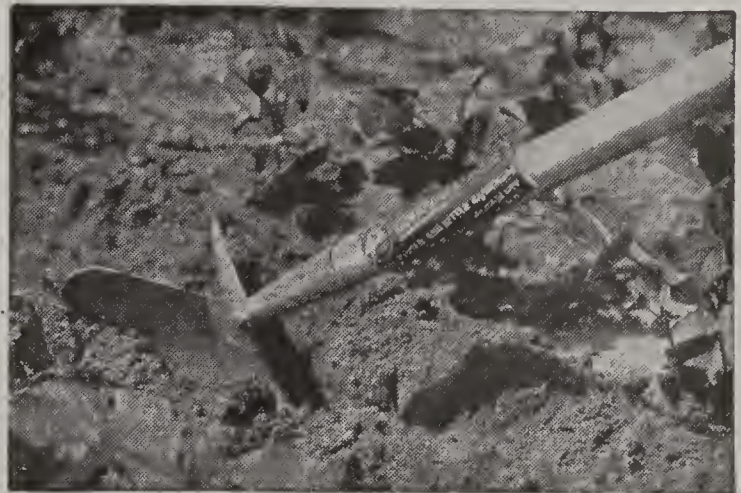
KINGSBURY ALL STEEL TROWEL

"Fashioned by New England Craftsmen."



25c, prepaid.

Made of one piece, all steel; length 11 in.; blade 6½ in. Will last a lifetime. Best trowel made.

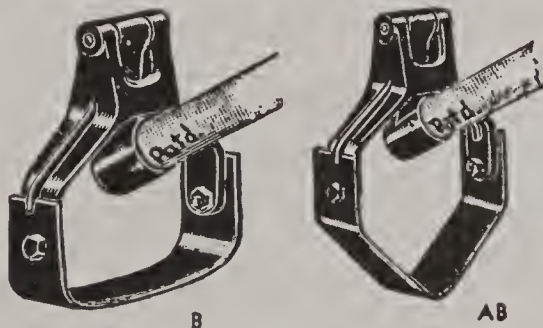


GARDEX HAND PLOW

For hilling corn, potatoes, plants, etc. Covering furrows and making irrigation ditches around gardens. With an easy pull it digs in and works well in light or heavy soil. Made of High Carbon Steel, polished mold boards. **No. 2006**—6 inches wide, 5 foot handle. **Price, \$1.60.** Weight 3 lbs.

GARDEX RAPID HOE

Another New Modern Hoe with swivel joint that works like a pendulum. It automatically places hoe blade in position to work forward and backward without lifting from ground. Interchangeable Blades for deep or shallow cultivation. **No. 1408**—With Blade B or AB. Without handle, **\$1.80.** Weight 3 lbs. **EXTRA BLADES** either style, **20c.** Weight 1 lb.



BUG GUN for INSECTS

Kill Insects

The easy, safe, convenient way with Bug Gun

Here's what you have been wanting, all in one package. A special new derris, rotenone dust, non-poisonous to use, safe for foliage and plants, but

Kills Insects In The Garden and House,

both chewing and sucking types, including Aphids (Plant lice) Worms (such as cabbage worms) Beetles (as Mexican Bean Beetle, Cucumber, Asparagus and Flea Beetles) Mites, Thrips, Leaf Hoppers, Red Spider, Fleas, Roaches, and others.

Comes packed, ready to use, in a new self-dusting package, as efficient as many expensive dusters. Use Bug Gun on Flowers, Vegetables, Fruits, Shrubby, for Household Pests and Fleas on Pets. No mixing, musing or waiting. No need to even soil the hands. Much faster than spraying.

Bug Gun complete, loaded with dust ready to shoot, **only 35c each, or postpaid, 45c each.**



Insecticides, Sprays, and Accessories

NEW IMPROVED EVER GREEN SPRAY

Harmless to Man, Birds, or Animals. Especially recommended for killing:—Ants; Aphis (Plant Lice); Asparagus, Aster and Bean Beetles; Cabbage, Currant and Cut Worms; Celery Leaf Tier; Cucumber, Melon and Squash Beetles (Stink Bugs); Green and White Flies; Leaf Hoppers; and Thrips.

New Ever Green is a pyrethrum spray containing soap, which spreads the solution and wets the insects. Mixes readily with water and will not damage buds or leaves. Ideal for commercial growers since it controls both chewing and sucking insects.

Prepaid prices: 1 oz., 35c; 6 ozs., \$1.00; pint, \$2.00; gallon, \$11.00.

"BLACK LEAF 40"

Destroys insects—aphis (plant lice), thrips, leaf hoppers on fruits, vegetables, flowers, shrubs, poultry and animals.

"Black Leaf 40" is a concentrated solution of nicotine-sulphate. It is a contact insecticide and kills insects when brought into contact with their bodies. Mixes readily with water, does not clog, nor does it injure foliage if diluted as recommended.

For Poultry—Paint roosts with Black Leaf 40 at rate of one pound to 200 running feet. Apply in evening before dark and the next day the hens will be free from lice. Postpaid prices: 1 oz., 35c; 5 oz., \$1.00; 1 lb., \$2.25; 2 lbs., \$3.25; 5 lbs., \$5.85; 10 lbs., \$10.60.

1 lb. makes 75 to 100 gallons spray. Full directions on every package.

STOP - VERMIN

A VALUABLE INSECTICIDE AND ESPECIALLY EFFECTIVE AGAINST ROOT MAGGOTS.

Stop-Vermin was developed by a practical gardener and will prevent the ravages of maggots, root worms, grubs, striped beetles, squash bugs, cabbage worms and all other insect pests, which eat leaves, stems or roots. Is easily applied and economical. Will prove a great help. Simply sow in the ground with the seed. Dust on the tops and stems as soon as they are through the ground. A one-pound can contains two quarts and is sufficient for a home garden. Full directions on each package.

Prices: Lb., 50c, prepaid.—Not prepaid, 5 lbs., \$1.85; 10 lbs., \$3.25; 25 lbs., \$7.00.



Hammond's SLUG SHOT

Non-Poisonous — Contains Rotenone.

Safe to use on all vegetables, harmless to human beings or plants. Especially recommended to combat Mexican Bean Beetle, Potato Beetle, Cabbage Worms, Currant Worms, Sow Bugs, Army Worms, etc. Harmless to plants yet powerfully effective against leaf eating insects and fungus. Low in price and economical to use. Postpaid, 1-lb. canister, 30c. Not prepaid, 1 lb. canister, 25c; 5-lb. canister, \$1.00; 25-lb. bag., \$4.00.

ROSE-AID (with Rotenone)

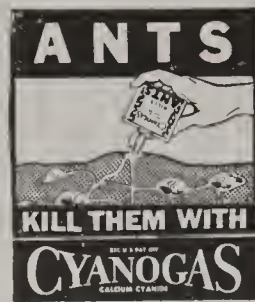
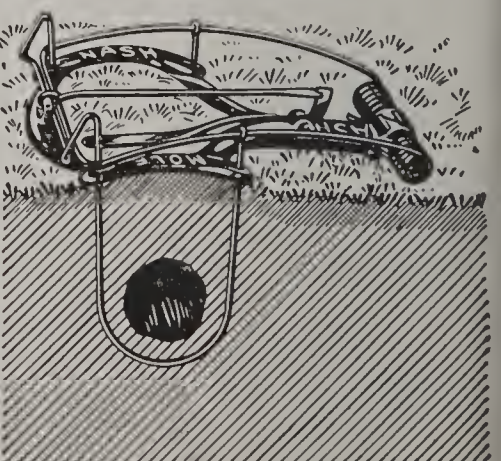
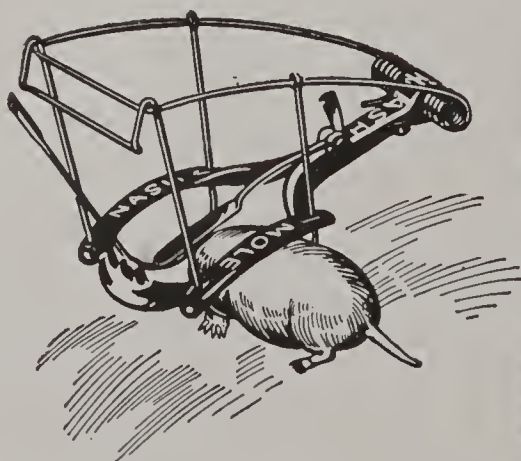
Rose-Aid with Rotenone is a Sherwin-Williams product and is the latest development of their research laboratories. Besides Rotenone, Rose-Aid contains dry lime-sulphur. Bentonite, arsenate of calcium and extremely fine sulphur. It is a complete rose dust as it controls all rose diseases such as Black Spot and Mildew, besides being an effective insecticide for all kinds of bugs, worms, beetles and aphis which affect roses. Comes in sifter top cans and is tinted green so it will not discolor the foliage. Also useful on all kinds of flowers, shrubs, vines and vegetable plants. 1 lb. can, 50c, prepaid.

Nash Mole Trap

The Trap That Always Catches the Mole

The Nash type of trap is recommended by the U. S. Department of Agriculture. It is the only trap that cannot fail when properly set, and it is easily set. Both choker wires are made of a single piece of metal, bent to the desired form, so that they are held perfectly in place without depending on numerous joints. The springs are of one piece of best Bessemer spring steel, while the trap as a whole is strong enough so that clods, sticks, stones, etc., will not prevent its perfect operation.

This trap catches the mole when it comes from either direction. The trigger pan is located between the two choker loops, so the mole in passing will always spring the trap and cannot fail being caught. \$1.50 each, postpaid.



CYANOGAS

The Universal Pest Destroyer

Non-Explosive and Non-Inflammable and Leaves No Poisonous Residue. Surest, Quickest and Most Economical Way to Get Rid of: Moles, Rats, Gophers, Grasshoppers, Ants, Mice, Fleas, Snails, Termites, Woodchucks, Ground Squirrels, Snakes.

And almost any pest one can name. Cyanogas is a dust and is easily applied. Complete instructions on every can. Prepaid prices: 1/2 lb., 45c; 1 lb., 75c; 5 lbs., \$3.00.—Not prepaid; 25 lbs., \$10.00.

CRO-TOX—Bird and Rodent Repellent

Using Cro-Tox Means Crop Insurance

Cro-Tox gives the surest protection against seed pests. Unlike the common crow repellents which are for treating seed corn only.

Cro-Tox protects your seeds during the germinating period by ridding your fields of crows, doves, larks, starlings, black-birds, pheasants and other seed-pulling birds and rodents, such as squirrels, woodchucks, moles, etc. No need to replant when Cro-Tox is used, and it saves you expense and labor—assists in preventing seed rot and aids germination. A sure protection at a cost of only a few cents per acre. One pint of Cro-Tox treats 2 bushels of seed.

Prices, 1/2 pint, 60c; 1 pint, \$1.00; 1 qt., \$1.50, postpaid.



KIL-RAT. Non-Poisonous Red Squill Product

An effective destroyer of rats, mice and moles. In convenient cube form which can be placed anywhere without endangering the lives of other animals. Agricultural colleges and experiment stations recommend red squill mixture. Ready for use. Packed in cellophane wrapper with full directions printed thereon. 25c for one full sized package prepaid.

PESTROY—Bordeaux-Arsenate Mixture A SHERWIN-WILLIAMS PRODUCT

Pestroy is an all-around garden spray as it is a combined insecticide and fungicide. Contains 85% Bordeaux Mixture and 15% Arsenate of Lead, in dry powder form. May be used either as dust or wet spray. Especially valuable in the control of blight on vine crops such as cucumbers, melons, squash, tomatoes, and potatoes. Also splendid for flowers. Prepaid prices: 1/2 lb., 25c; 1 lb., 40c. Not prepaid: 1 lb., 30c; 4 lbs., 85c.



National Eezy Wear Garden Gloves

For Men and Women

Protect your hands with these soft leather gloves. Easy to wear, always soft and pliable and very durable. One pair outlasts 6 pairs of cloth gloves. They are dirt proof and washable. Sizes for both men and women in small, medium and large. Price 75c; 2 pairs \$1.40, postpaid.

TRUE TEMPER GARDEN TOOLS

Combined Durability, Efficiency, Dependability

True Temper Tools are manufactured by the American Fork and Hoe Company, one of the oldest and largest implement concerns in America. Their tools are noted for durability, fine workmanship and quality of materials used. The True Temper trade-mark has always stood for the best in tools and is recognized everywhere as the mark of quality. The prices are very reasonable due to modern manufacturing methods and large scale production.

The New No. 33 True Temper Seeder

This new model seeder represents a distinct advance in seed drill construction and is the latest and most improved type on the market. Has a detachable hopper of four quarts capacity, which is easily and quickly removed by turning a small lever and lifting it out of the frame. Front wheel has a diameter of 16 inches and rear wheel 12 inches, both having 2 3/4-inch rims and run on steel bushings. Scrapers on each wheel keep them free of dirt. Has a simple and efficient shut-off operated from the handle. Seed coverer is of swinging type. Works perfectly in all soils.

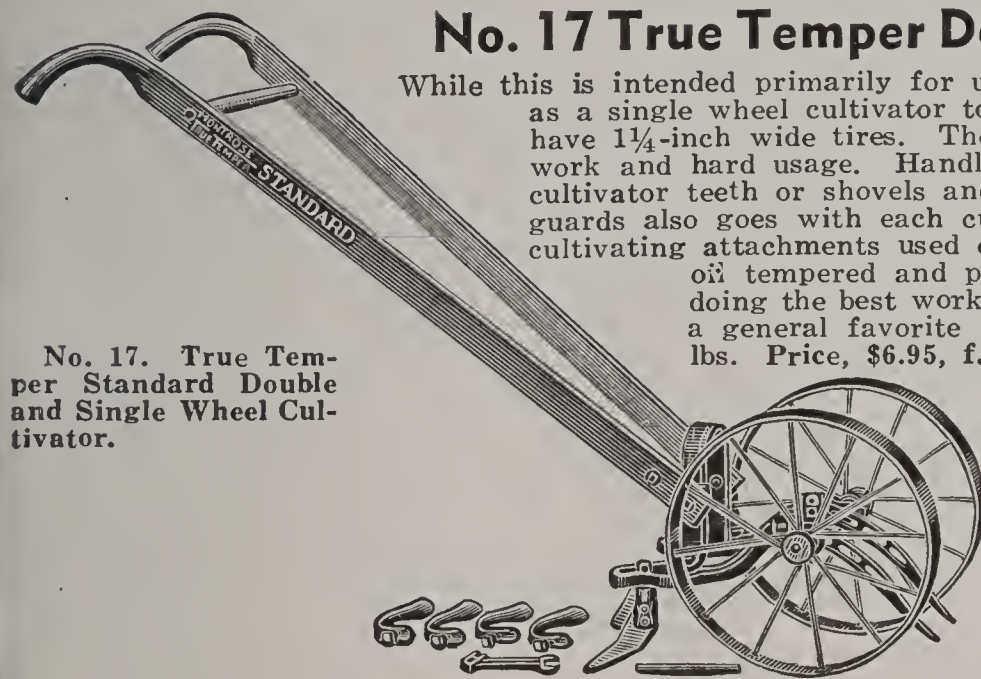
A special heavy brush crossing the seed opening gives a continuous and uniform flow of seed. There are two independent sets of brass seed plates. One plate has an adjustable seed opening and can be used for both large and fine seeds. The other set of plates has holes ranging from 5/64 to 24/64 inch in diameter. Shipping weight 58 lbs. Price, \$14.75, f. o. b. Jackson.



The No. 33 Seeder will sow any kind of seed and sow it as it should be sown. Handles the finest seeds, such as turnips as well as coarse seeds, such as peas and beans. The handy shut-off is a valuable feature in preventing wasting seed. A well made drill.

No. 17 True Temper Double and Single Wheel Cultivator

While this is intended primarily for use as a double wheel hoe, it can easily be changed to use as a single wheel cultivator to go between the rows. The wheels are 16 inches high and have 1 1/4-inch wide tires. The frame is very stiff and rigid which is necessary for good work and hard usage. Handles, oak with bent grips. Attachments consist of four steel cultivator teeth or shovels and two right and left hand hoes or blades. A pair of leaf guards also goes with each cultivator, these are used in vines or large plants. All the cultivating attachments used on True Temper machines are made from high grade steel, oil tempered and polished bright and smooth, and have the correct shape for doing the best work under all conditions. A fine tool for a home garden and is a general favorite among market gardeners everywhere. Shipping weight 28 lbs. Price, \$6.95, f. o. b. Jackson.



No. 17. True Temper Standard Double and Single Wheel Cultivator.

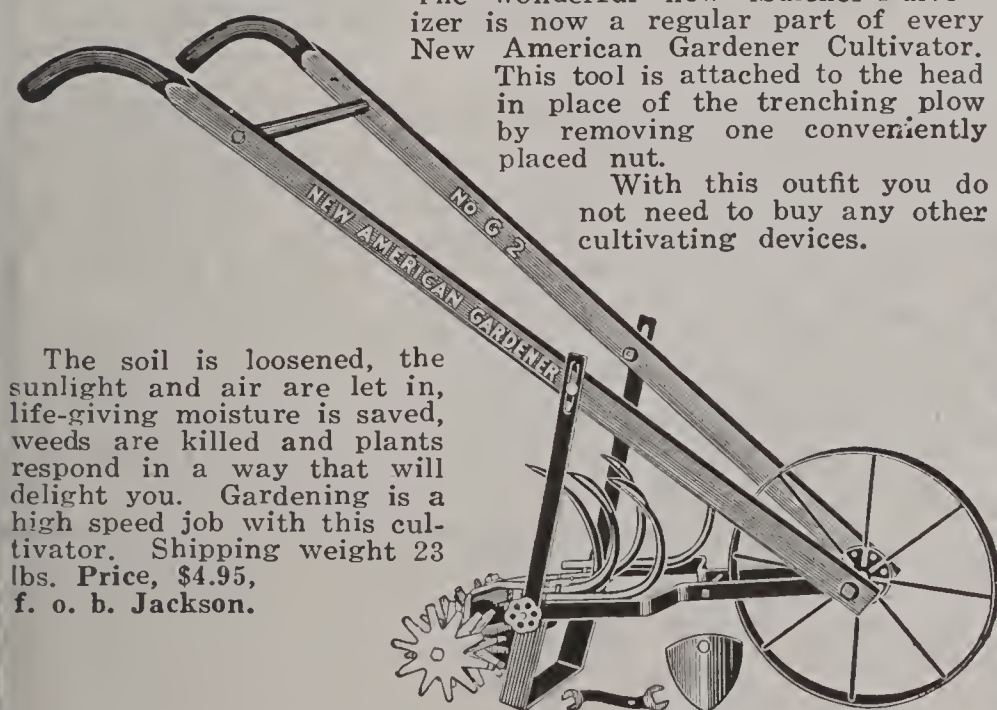
The New American Gardener Cultivator No. G2—4 Tools in One

Four high quality tools—trenching plow, sweep, cultivator and mulcher attachment—are mounted on a revolving head; mulcher attachment interchangeable with trenching plow. Loosen the hand wheel and turn any one of these tools into position.

You can keep your garden in splendid growing condition by the use of the American Gardener once a week. Simply push this splendid tool down the rows at a good walking gait.

The wonderful new Mulcher-Pulverizer is now a regular part of every New American Gardener Cultivator. This tool is attached to the head in place of the trenching plow by removing one conveniently placed nut.

With this outfit you do not need to buy any other cultivating devices.



The soil is loosened, the sunlight and air are let in, life-giving moisture is saved, weeds are killed and plants respond in a way that will delight you. Gardening is a high speed job with this cultivator. Shipping weight 23 lbs. Price, \$4.95, f. o. b. Jackson.

Fertilizer Attachment No. FD

FOR USE WITH NO. 33 SEEDER

This works on the No. 33 seeder frame; simply lift off the detachable seed hopper and set the fertilizer attachment in its place. The hopper holds 35 pounds and has an adjustable feed that will distribute fertilizer in amounts ordinarily used. Shipping weight 9 lbs. Price, \$4.25, f. o. b. Jackson.

True Temper Seeder Unit No. SU33

FOR USE IN GANGS

Same as No. 33 Seeder without handles and marker. Is a desirable machine to be assembled in gangs of two or more, and pulled by a small tractor or team. Also equipped to attach to a sled or other device for use in onion fields. Shipping weight 44 lbs. Price, \$11.95 each, f. o. b. Jackson.

The Midget Seeder No. 1

(WITHOUT HANDLE)

The Midget is the most popular little Seeder on the market. It is all metal construction, but is extremely light and easy to lift about and to empty. It operates very simply; the shoe is adjustable for any depth.

The Midget will handle accurately almost any kind of Garden Seeds, from the smallest up to Peas and Beans.

The hopper holds one pint, yet it will drill out clean a five-cent package of seed just as well as a hopper full. Index on top names the seeds and regulates the openings. Easily attached to most high wheel cultivators, or to any make cultivator, having 5 1/2 inches or more space between shank and wheel.



Handle easily made from broom-stick, hoe or rake handle, etc. Shipping weight 6 lbs. Price, without handle, \$3.15, f. o. b. Jackson.

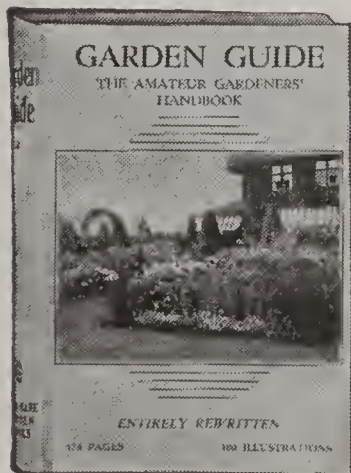
MIDGET SEEDER NO. 2.—Capacity 1 quart. For use where a larger seeder is wanted for attaching to cultivator. Fits No. G2 perfectly. Weight 10 lbs. Price, \$4.15, f. o. b. Jackson.

Any of the above implements can be sent by mail if you include postage for your zone for the weights given.

GENERAL CATALOG INDEX

Ageratum ...61, 96	Collards 21	Helichrysum ..6, 73	Pansies 7, 69	Shasta Daisy
Alfalfa56	Coreopsis 75, 91, 96	Herbs 49	Parsley 38 77, 91, 95
Alsike57	Corn, Field 1, 50, 51	Hollyhock ... 76, 94	Parsnips 38	Slug Shot 86
Alyssum .61, 75, 96	Corn Salad 10	Horseradish 83	Pasture Grasses .58	Snapdragon 71
Amaryllis 78	Corn, Sweet 3, 22, 23	Hotkaps 84	Peanuts 38	Sorghum 55
Anemone96	Corn, Pop 20		Peas, Field 54	Sorrel 40, 49
Aquilegia 75, 91, 92	Cosmos7, 64		Peas, Garden	Soy Beans 54
Arabis96	Cowpeas 54	Implements, Farm 5, 36-38	Speltz 52
Asparagus10	Cress 21	and Garden	Pentstemon 96	Spinach 41
Asparagus	Cucumbers 82, 84, 85, 87	Peonies 81	Squash9, 44, 45
Roots10, 834, 9, 24, 25	Inoculation 56	Pepper 39	Statice ..71, 73, 96
Accessories ...84-87	Cultivators87	Insecticides 86	Perennial Flower	Stocks 72
Asters6, 62, 92		Iris 91, 95, 96	Seeds 75-77	Stop-Vermin ... 86
		Ismene 78	Perennial Plants ...	Strawflowers .6, 73
		 92-96	Strawberry Seed 40
Balloon Vine ...61	Dahlias 65, 90	Kale 32	Petunia8, 69	Sudan Grass ... 59
Balsam63	Daisy 64, 65, 75, 77,	Kentucky Blue	Phlox 8, 68, 76, 91,	Sugar Beet 14
Barley53	91, 92, 95, 96	Grass 58	95, 96	Sugar Cane 55
Beans, Garden ...	Daffodils 78	Kohl-rabi 32	Pie Plant 40, 83	Sundrop 96
.....3, 5, 11-14	Dandelion 21		Pinks 7, 76, 94	Sunflower ...55, 70
Beans, Soy54	Delphinium 76, 91, 93		Plant Food 84	Sweet Clover ... 57
Beets3, 14, 15	Dianthus	Larkspur ... 66, 93	Plants, Flower	Sweet Corn 3, 22, 23
Bent Grass ...58, 89 7, 65, 77, 96	Lawn Grass ..82, 89 91-96	Sweet Peas 72
Black Leaf "40" 86	Dibbers 84	Leek 32	Plants, Vegetable 83	Sweet William ..
Bleeding Heart ..92	Digitalis 76	Legume Bacteria 56	Platycodon .. 76, 96 71, 77, 96
Blue Grass58	Dill 21, 49	Lepedeza 55	Poppy .65, 70, 77, 94	Swiss Chard .15, 41
Books88	Dusters 85	Lettuce 26, 27	Portulaca 68	
Bone Meal84		Liatris 93	Potatoes 60	
Borecole 32	Eggplant 21	Lilies 80, 91	Potato Seed 60	Tigridia 94
Broccoli10	Endive 21	Lupins ...67, 76, 94	Primrose 76, 94	Timothy 58
Brome Grass ...58	Ensilage Corn .. 51		Pumpkin 40	Tobacco 40
Brussels Sprouts 10	Escholtzia 65	Mangel Wurzel ..14	Pyrethrum 77, 91, 95	Tomato .4, 9, 46, 47
Buckwheat54	"Ever Green"	Marigold7, 67		Trollius 96
Bulbs .78-81, 90, 91	Insecticide ... 86	Mertensia 94	Radish .. 5, 9, 42, 43	Trowels 85
		Mignonette 67	Rape 55	Tuberose 78
Cabbage ...9, 16-18	Farm Seeds 1, 50-60	Millet 59	Red Clover 57	Turnips 48, 49
Calendula6, 63	Fennel 21, 49	Mole Trap 86	Red Top 58	
Callas81	Fertilizer, Lawn 84	Moonflower 67	Reed Canary	Vegetable Oyster 41
Calliopsis63	Field Beans 14	Montbretia 78	Grass 59	Vegetable Plants 83
Campanula ...75, 92	Field Peas 54	Morning	Rhubarb 40, 83	Vegetable Roots 83
Candytuft63	Flower Seeds	Glory 7, 67	Rose Aid 86	Verbena 73
Canna63, 78 6-8, 61-77	Mushrooms 32	Ricinus 70	Veronica 96
Canterbury Bells ...	Flower	Muskmelons	Rock Garden	Vetch, Sand 55
.....75, 92	Plants 92-96 4, 9, 28, 29	Plants 96	Vigoro 84
Carnation ...75, 92	Forget-me-not	Mustard 9, 32	Rutabaga 49	Vine Peach 40
Castor Bean70 61, 65, 75		Rye 52	
Carrot3, 19	Four O'clock65	Nasturtiums ..8, 68	Rye Grass 58	Wallflower 77
Cauliflower18		Nitragin 56		Watermelon
Celeriac21	Gaillardia		Salpiglossis 71 5, 30, 31
Celery20 65, 76, 91, 93	Oats 52	Sage 49, 83	Weeders 84
Celosia6, 65	Garden Huckle-	Okra 38	Sand Vetch 55	Wheat 52
Centaurea64	berry 21	Onion Plants .35, 83	Salsify 41	White Clover
Chard, Swiss 15, 41	Garden Tools 2, 9, 33-35	Salvia 7065, 57, 89
Chicory10 82, 84, 85, 892, 9, 33-35	Scabiosa .71, 77, 94	Woelflower 6
Chinese Lantern .94	Gladiolus .79, 90, 91	Onion Sets 31	Sedum 94, 96	
Chives ... 21, 49, 83	Gourds ... 7, 21, 66	Orchard Grass ..58	Seeders 84, 87	
Chop Suey Greens 9	Grass Seeds	Ornamental	Semesan 84	
Chrysanthemum 58, 59, 82, 89	Grasses 96	Sempervivum .. 96	Zinnia 8, 74
.....64, 93	Ground Cherry ..21			
Cinnamon Vine .78	Gypsophila 66, 76, 93			
Citron 31				
Clover 57				

Garden Books That Tell You What You Want to Know



GARDEN GUIDE—The Amateur Gardeners' Handbook.—Sixth Edition. If we were to name the most reliable, the most complete and the most popular of all general garden books, we would unhesitatingly choose the Garden Guide. Gives direct, simple and reliable information on everything you want to know about growing and caring for vegetables, flowers, fruit, shrubs, and house plants. Contains 576 pages with 300 illustrations, cloth bound. \$2.00 prepaid.

WAYSIDE MARKETING.—A book that is packed with worth while suggestions enabling the wayside stand owner to better use his opportunities, abilities and equipment. Every angle of the situation is covered—location, the building of the stand, the stock to be offered (fruits, vegetables and flowers) and how to grow it, etc. Contains illustrations from photographs of actual stands on the roadside. 132 pages, cloth bound. Price \$1.50, prepaid.

VEGETABLE GARDENING.—By R. L. Watts. New Revised Edition. This complete, concise and authentic book covers every phase of vegetable gardening. 511 pages, bound in cloth. \$2.35, prepaid.

MILADY'S HOUSE PLANTS.—This book will tell you how to care for Palms, Ferns, Fuchsias and all other house plants, 180 pages. 100 illustrations. Cloth cover \$1.10, prepaid.

1001 GARDEN QUESTIONS ANSWERED.—By Alfred Carl Hottes. A complete manual for the amateur gardener, but presented in question and answer form. The well arranged index guides the seeker without delay to the direct answer to his question. The clever drawings in this book save hundreds of words. 330 pages. \$2.00, prepaid.

THE BOOK OF PERENNIALS.—By Alfred Carl Hottes. Among amateur gardeners there is a decided preference for perennial plants, largely because they require but little care and so generously reward even that little. Discusses over 125 separate species individually, with their culture and requirements. Comprehensive lists of perennials suited for different locations and purposes are also featured. 280 pages. 103 illustrations. \$2.00, prepaid.



Your Beautiful Velvety **LAWN**



A BEAUTIFUL LAWN is the desire of every home owner, whether in city, village or country. A good lawn adds more to the appearance of your home than any other one thing. A fine lawn always attracts notice. The making of a good lawn is not difficult, but certain things are necessary. The first and greatest essential is good seed, for with inferior seed all the expense of labor, fertilizer, and preparation are wasted.

PLANT ISBELL'S LAWN SEED and you have eliminated the greatest source of failure. We have learned by many years of experience the best grasses and the proper proportions for producing a smooth, velvety lawn that will be permanent.

Isbell's Central City Lawn Seed

The best general purpose lawn seed. You will have no difficulty in producing a fine smooth velvety lawn if you sow Isbell's Central City Mixture and follow directions.

The beautiful lawns surrounding the following public buildings were the results of sowing **Isbell's Central City Lawn Seed**; East Intermediate School, West Intermediate School, Jackson High School, and the First M. E. Church. Our Central City Lawn Seed is a perfectly balanced mixture of the best and most durable grasses for lawns. There are many cheap mixtures of lawn grass seed on the market which are made up mostly of chaff and screenings. These always contain a large percentage of weed seeds. **Isbell's Central City Lawn Seed** is a **quality product**, and the price is as reasonable as can be made without lowering the quality. Sow at the rate of 1 lb. to 250 sq. ft. or 150 lbs. per acre. **Prices: Lb., 45c; 3 lbs., \$1.20; 10 lbs., \$3.75, prepaid.—Not prepaid, 25 lbs., \$7.75.**

Isbell's "Gold Bell" Formula

The Highest Priced Lawn Mixture of All

Contains only the most expensive grasses, of highest germination, and practically without weed seeds or inert matter.

Worth every cent you pay for it. We could not sell it for less if we wanted to. If you will consider only that a most beautiful, deep rooted, permanent lawn will be created, the price of the seed will be cheerfully forgotten.

Remember that you will require a smaller quantity of seed for a given area than of the lower priced lawn mixtures.

Your "Gold Bell" Lawn will be the envy of your neighbors. 1 lb., 75c; 3 lbs., \$2.00, prepaid. 10 lbs., \$5.00 not prepaid.

"Competition" Mixed Lawn Grass

The kind that the corner grocery and hardware stores sell at such low prices.

We prefer not to sell this low grade "hay seed" mixture. So long as some folks buy it we might as well accept their orders. Write for prices.

Terrace Sod Lawn Seed

For Terraces, Hillside and Embankments

A special mixture of grasses best suited for sowing on terraces and side-hills—grasses that produce strong, spreading roots, thus preventing heavy rains from washing them out, that will withstand drought and exposure, thrive on shallow soils, and at the same time produce a rich, green turf. **Prices: Lb., 50c; 5 lbs., \$2.25, prepaid.—Not prepaid, 10 lbs., \$3.90; 25 lbs., \$8.75.**

Isbell's Quick Growth Lawn Seed

We frequently have inquiries for a lawn mixture which will give quick results, and our "**QUICK GROWTH**" has been prepared with this end in view. It is especially useful where for some reason or other the seed cannot be sown in early spring. Where sowing must be delayed until May, the Quick Growth mixture will cover the ground like magic. **Prices: Lb., 35c; 3 lbs., 95c, prepaid. Not prepaid, 10 lbs., \$2.50; 25 lbs., \$5.75.**

Isbell's "Shady Spot" Lawn Seed

On nearly all lawns there are unsightly spots caused by the fact that ordinary varieties of grasses used for lawns do not do well in the shade; consequently we have prepared a mixture of grasses which naturally grow in shady spots. Before sowing in such places it is well to rake off the surface thoroughly and then apply Lime. **Prices: Lb., 50c; 5 lbs., \$2.25, prepaid.—Not prepaid, 10 lbs., \$3.90; 25 lbs., \$8.75.**

Creeping Bent Grass

The Bent grasses produce the finest turf it is possible to make, but unfortunately are rather slow in starting. Sow with Red Top for best results. **Prices: Lb., \$1.25; 5 lbs., \$5.75, prepaid.—Not prepaid, 10 lbs., \$10.90; 25 lbs., \$25.00.**

White Clover

Extra Fancy Seed.—Some prefer a clear White Clover lawn which can be quickly established by sowing this extra fancy grade of seed. On weedy ground White Clover will make a better showing in a shorter time than other grasses. **Prices: Lb., 50c; 5 lbs., \$2.25, prepaid.—Not prepaid, 10 lbs., \$4.15.**



Giant Dahlia
Royal Red

This is a truly astounding offer. Never before have we been able to give our customers so much in Dahlia value for so little money. We believe you cannot duplicate this offer anywhere.

The Finest, Up-to-date, Mammoth-Flowering DAHLIAS

We guarantee every Dahlia root we sell to be true to name and that it will grow.

Marvelous Collection

JERSEY'S BEAUTY.—The most popular and the finest pink decorative Dahlia. Large flowers—7 to 9 inches across—on long and strong stems. Always succeeds well. 25c each.

PRIDE OF STRATFORD.—Giant decorative type, a wonderfully free bloomer. Marvelous flowers of bright orange color. A great exhibition Dahlia. 30c each.

MARGARET WOODROW WILSON.—Creamy white suffused lavender, flowers of mammoth size. It furnishes the white effect so necessary in any planting. Decorative type. 30c each.

ROYAL RED.—Great exhibition and garden Dahlia. Large globular flowers of very bright scarlet-red. Profuse bloomer, very satisfactory grower. Each 30c.

SWIFT.—Very striking dahlia of a beautiful light yellow color. One of the most popular. 25c each.

Marvelous Collection

The Above 5 Giant Flowering Dahlias, One of Each
For Only \$1.00, prepaid

Mammoth Collection of Dahlias

ROSALIA STYLES.—Giant art type Dahlia with semi-double flowers that resemble a gigantic Peony and always catch the eye of every observer. Of a lovely pink color. 30c each.

JUDGE MAREAN.—Mammoth decorative type of red and orange color. Early and profuse bloomer. Fine for cutting and exhibition purposes. 30c each.

EDWARD T. BEDFORD.—Giant decorative Dahlia of unusual color. Rich purple with an under sheen of silver, giving it a glorious two-toned effect. 30c each.

JANE COWL.—Here we have rich autumn tints in a flower of gigantic size. Bronze and yellow in lovely combination. This Dahlia has won more prizes at shows than any other sort. 30c each.

JEAN KERR.—Regarded as the finest white Dahlia on the cut-flower market. Large blooms produced in greatest profusion on excellent stems from beginning to the end of the season. 25c each.

Mammoth Collection

Above Five Superfine Dahlias, One of Each
For Only \$1.00, prepaid

FREE.—Absolutely free with each of the collections we will present you with one of the New Golden Dawn Dahlias. It is a strikingly beautiful flower of large size in autumn tints—buff, orange and salmon. Price 50c each.

When both collections are ordered, we will also include in the shipment one Thomas A. Edison Dahlia, a royal purple decorative of mammoth size.

Never before have you been able to buy such a collection of really high class Dahlias in such a perfect blending of colors. You will enjoy the most gorgeously fascinating display of blooms that the garden beautiful can possibly produce.

GLADIOLUS

The Exquisite Pink Gladiolus, PICARDY

Sensational new glad with exquisitely beautiful clear apricot-pink blossoms. Up to 10 blooms open at a time. Will open up to the last bud in fine shape. Extra large ruffled flowers of heavy waxlike texture. Magnificent spikes carry the well arranged, wide open blooms. You will fall in love with it at first sight. A great exhibition variety and grown extensively by florists for cut flowers. Has created a sensation wherever it has been exhibited. Easy to grow, a free bloomer, always satisfactory. Nothing is lovelier for a bouquet in the house or for other decorative purposes. Isbell's special low price: No. 1, large bulbs. Each 8c; doz., 85c; 100 for \$6.00, prepaid.

No. 2 bulbs, guaranteed good blooming size: Doz., 60c; 100 for \$4.00, prepaid.



Picardy Gladiolus

For Complete List of Gladioli, See Page 79

Isbell's 1937 BARGAIN COLLECTIONS



Gladiolus

Isbell's Rainbow Mixture

GLADIOLI

A Real Bargain in Truly High Class Bulbs

A fancy collection of the largest, showiest varieties in all colors of the rainbow. Will make a gorgeous display in your garden. Varieties in this mixture formerly sold from 15 to 25 cents each. Contains early, medium and late sorts, giving a long blooming period. All large, vigorous bulbs that will grow well in any garden.

40 large bulbs Isbell's Rainbow Mixture only 95c, postpaid
100 large bulbs Isbell's Rainbow Mixture only \$1.95, postpaid

Rainbow Mixture of Iris

No other flower has the marvelous color range of the present-day Iris. All the beautiful colors of the rainbow is the right expression. We offer a well blended assortment of ten choice Iris, mixed varieties, no two alike, and including the magnificent Mother of Pearl. Price only 95c, prepaid for the 10 Iris.

FREE.—One root of the famous new red-toned Iris, "Morning Splendor" (price 25c).



Colorful Iris

Superb Hardy Phlox

These Gorgeous Hardy Perennials Increase in Beauty From Year to Year

COMMANDER.—Deep crimson.

PAINTED LADY.—Silver pink.

MRS. DORR.—Beautiful lavender.

Two plants of each variety, labeled and well packed—6 plants for only 95c, postpaid.

Gladiolus and Iris

Are easy to grow and make beautiful cut flowers for all occasions. Plant these in your garden in masses.

The Giant Iris Alcazar

Here we have an ideal dark colored Iris of mammoth size, a free bloomer and hardy grower, 40 inches high. Huge flowers of bronzed purple with a delightful fragrance. The standards are blue-violet and the falls rich crimson-purple. At the low price of 3 for 40c; \$1.25 per dozen, prepaid.

FREE.—With each dozen order, one root of Sweet Lavender Iris, a lovely ruffled flower of lavender color and sweet fragrance.



Hardy Phlox

For Named Varieties of Gladiolus, see page 79.

Ideal Collection of Hardy Flowers

That Are True Perennials

AQUILEGIA.—Many colors.

COREOPSIS.—Golden yellow.

SHASTA DAISY.—Pure white.

DELPHINUM.—Blue.

GAILLARDIA.—Large yellow.

PYRETHRUM.—White, Pink, Red.

One plant of each (6 plants) for only 75c, prepaid.

Three plants of each (18 plants) for only \$1.95, prepaid.

Another "Glad" Bargain

Isbell's "Bungalow Garden" Gladiolus Mixture

Here is a choice assortment of free-blooming sorts in a wide range of color. Bulbs in this mixture are good blooming size but not as large as those in the Rainbow Mixture above. Makes splendid borders or will produce lots of beautiful cut flowers. 100 bulbs for only 95c, postpaid.—Only one lot to a customer at this low price.

Hardy Garden Lilies

THREE BRILLIANT COLORED
FREE BLOOMING SORTS AT
BARGAIN PRICES

Coral Lily

Bright glistening coral-red color. Grows 2 feet tall. Up to fifteen flowers on one stalk. Does well in partial shade. Blooms in July.

10 BULBS POSTPAID \$1.00

Regal Lily

White, trumpet-shaped blossoms shaded with cream and pink. Very sweet scented. Blossoms in clusters of 5 to 12 in July. Height 3 to 4 feet.

12 BULBS POSTPAID \$1.00

The Old-Fashioned Tiger Lily

A showy, easily grown, very hardy Lily having bright orange-red flowers with black spots. Grows 3 to 5 feet high and blooms July to August.

10 BULBS FOR ONLY \$1.00 POST-PAID

Many Thousands of Our Customers Have Taken Advantage of These Real Bargains



A Beautiful Perennial Border

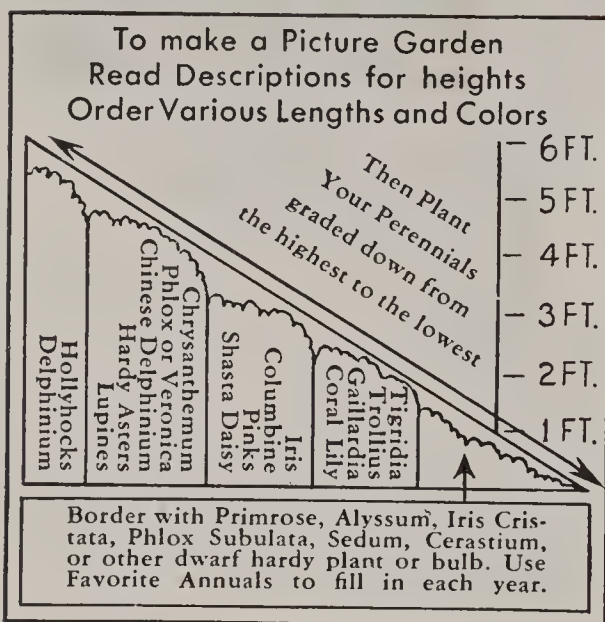
Create Garden Pictures with Hardy Perennial Plants

It is not difficult to match the beauty of famous old-country gardens but you will never achieve the beautiful garden pictures you see in the garden books without a good stock of hardy perennial plants. You will not need to start with large quantities of each variety because these perennials multiply every year by seedlings or root divisions. In a few years you can have thousands.

Tall backgrounds cannot be secured with annual plants as they can with Hollyhocks, Delphiniums or Liatris, etc., which tower above your head. From these you can grade downward with the middle-height sorts—the Lupins, Columbines and Canterbury bells, etc. In front of these you may complete your garden-pictures down to the ground with your favorite colorful annuals—or make it a complete perennial border by continuing earthward with the Hardy Chrysanthemums and Carnations, the Gaillardia, Iceland Poppies, Primroses and Alyssum.

There is practically nothing in European royal gardens that you cannot do with Isbell's hardy perennials. Start creating a beautiful garden picture by ordering plenty of these hardy plants now.

WE SUPPLY STRONG, FIELD-GROWN PLANTS, AND OUR PRICES INCLUDE POSTAGE. Single plants will be supplied at one-third the price of 3 and 10c extra for packing and handling.



Campanula Persicifolia

The True Perennial Type

PEACH BELLS.—This is a very good perennial type of Campanula with large bright blue bells. Blooms June-July. 2 ft. 3 for 60c; doz., \$2.00, prepaid.

Hardy Carnation

RED GRENADIN.—The large, double flowers are of rich red color and spicy odor, and are produced in succession from June until fall; blooming most freely during June and July. Of dwarf growth. 3 for 65c; \$2.25 per doz.



Hardy Carnation

Hardy Asters

Michaelmas Daisies. See Color Illustration on Page 97.

For a grand show of flowers during the fall months these Hardy Asters are in a class by themselves. They are beautiful in the garden and suitable for cut flowers; will readily succeed most anywhere. 3 to 4 feet.

SAM BENHAM.—Pure white, large, semi-double flowers. Blooms early. 3 for 75c; \$2.50 per doz., prepaid.



Canterbury Bells

LAVENDER STAR.—Bright lavender-blue with yellow center. 3 for 75c; \$2.50 per doz., prepaid.

SUNSET.—A glorious pink. Free flowering. 3 for 75c; \$2.50 per doz., prepaid.

JOAN VAUGHAN.—Large, semi-double flowers of deep blue. 3 for 80c; \$2.85 per doz., prepaid.

Campanula - Canterbury Bells

Very Showy Garden Plants

These imposing plants are classed as herbaceous biennials rather than true perennials. The habit of the plant is compact, 18 to 24 inches high; flowers are produced freely during June and July; they are very handsome, large, bell-shaped and come in white and shades of pink and blue.

Single Mixed.—3 for 60c; \$2.00 per doz.

Double Mixed.—3 for 70c; \$2.50 per doz.

Cup and Saucer.—Large bells with an extra row of petals like a saucer under a cup. 3 for 70c; \$2.50 per doz.

Bleeding Heart

DWARF FERN-LEAVED.—Charming old-fashioned hardy plant with finely cut ornamental foliage and showy pink flowers. Blooms most profusely early in the spring, and continuously all summer. 18 inches high. 3 for 85c; \$2.90 per doz., prepaid.



Bleeding Heart

Aquilegia - Columbine

See Color Illustration on Page 97

Noteworthy for the charm of their flowers. The Columbines are among the most elegant and beautiful hardy plants, producing their graceful spurred flowers on stems rising 2 feet or more above the attractive foliage. Their period of flowering covers the late spring and early summer months. Good rock garden plant.

LONG-SPURRED HYBRIDS

ISELL'S EXTRA SELECT MIXTURE.—A beautiful color assortment. 3 plants, 65c; doz., \$2.25, prepaid.

BLUE SHADES.—Fine plants in shades of dark and light blue. Very popular. 3 for 65c; doz., \$2.25, prepaid.

SUPERB PINK.—Lovely shades of pink, a very high grade strain. 3 for 75c; doz., \$2.65, prepaid.

NEW CRIMSON STAR.—Novelty from Europe. Brilliant dark crimson, white center. 3 for 80c; doz., \$2.75, prepaid.

Use Vines for a Background for Tall-Growing Perennials

Hardy Perennial Plants

Chrysanthemum

For a Glorious Display in Fall

The development of the hardy Chrysanthemum has made it possible to have color, life and beauty in the garden when the other hardy plants are past. Frost in the fall does not greatly affect the flowering, and it frequently happens that a quantity of flowers can be cut in November. The plants prefer a well-drained, sunny position.

The Sensational New Ever-blooming 'Mum—Aladdin

This remarkable bronze sort starts to bloom very early and produces a succession of flowers until November. The flowers are quite large, 2½ to 3 inches wide, on good strong stems. The color is a warm golden bronze which deepens in early autumn. 30 inches high. Each, 30c; 3 for 75c, prepaid.

New Gypsophila—Bristol Fairy

Highly Prized for Cutting—In Mixed Bouquets

This wonderful new sort blooms early, with large, double, pure white flowers in great big sprays. Established plants bear cloudlike masses of small flowers that are highly prized for cutting and they dry perfectly for winter bouquets. 2½ to 3 feet. 3 for \$1.00; doz., \$3.50, prepaid.



Hybrid Delphiniums

New Early 'Mums

CRIMSON SPLENDOR.—Large, open flowers of striking deep crimson color, contrasting with a golden yellow center.

FLASHLIGHT.—Early blooming, bright red. A color flash in the sun.

JEAN CUMMING.—This new variety is regarded as the largest and best pure white.

NELLIE.—Splendid clear pink with incurved petals; large flowers.

PINK CUSHION.—A marvel in blooming qualities. Lovely light shade of pink with a blush of white.

WOLVERINE.—Beautiful large golden yellow flowers.

The above six sorts, each, 30c; 3 for 75c; doz., \$2.75, prepaid.

COLLECTION OF NEW 'MUMS: One plant of each (6 plants) for \$1.50, prepaid.



Gaillardia, Magnificent

Liatris - Blazing Star

The Kansas Gayfeather

Beautiful as well as odd. Nothing else will attract more attention on account of its unusual appearance. Produces strong plants that throw up long narrow spikes of rich light rosy purple flowers, which last a long time. Blooms in July and August. A peculiarity of this plant is its great attraction to butterflies. Use it as a background. 4 to 5 feet. 3 for 60c; doz., \$2.00, prepaid.

Delphinium - Hardy Larkspur

Magnificent Flower Spikes

It is almost impossible to convey anything like an adequate description of the improved Delphiniums. Their greatest charm lies in the wonderful stateliness of growth and the rich colors and tints of their striking flowers. Nothing in blue can compare with Delphiniums. Plant with Candidum Lilies for a lovely garden picture. We supply, strong, field-grown plants.

BELLADONNA.—The light blue flowers are freely produced on numerous branching stems. 3 to 4 feet. 2-year-old plants, 3 for 60c; doz., \$2.00, prepaid.

BELLAMOSA.—This is the dark blue form of the popular Belladonna. 3 to 4 ft. 2-year-old plants, 3 for 55c; doz., \$1.85, prepaid.

ENGLISH HYBRIDS.—Grown from imported "Gold Medal" strains of seed. Beautiful assortment of colors, single and double. Very heavy flower spikes, 5 to 7 feet. 2-year-old plants, 3 for 75c; doz., \$2.75, prepaid.

NEW WREXHAM HOLLYHOCK-FLOWERED.—This new giant-flowered type produces wonderful spikes of flowers in many shades, the individual flowers measuring up to 2 inches in diameter. 6 to 8 feet. 3 for 80c; doz., \$2.95.

WHITE HYBRIDS.—New hybrids with semi-double and single white flowers on 6-foot stems. Highly prized to plant with the blue hybrids. 3 for 75c; doz., \$2.75, prepaid.



Liatris



The New Aladdin 'Mum

Gaillardia

Splendid Cut Flower

In Bloom From June to November

BLANKET FLOWER.—The most glorious of our true "old-fashioned flowers." In bloom constantly from June till October in many rich and brilliant colors of orange, crimson and red. Unexcelled as a cut flower. 2 feet high.

GRANDIFLORA.—3 for 60c; doz., \$2.00, postpaid.

MAGNIFICENT.—New large flowering strain. Brilliant colored blooms on long stems. 3 for 75c; doz., \$2.50, prepaid.

Plant Delphinium with Coreopsis and with Shasta Daisy for garden display and cut flowers.

Hardy Plants

Mertensia

For The Spring Garden

VIRGINIA BLUE BELLS.—It is the earliest spring flowering perennial with blue flowers. Grows 12 to 18 inches high with drooping panicles of handsome, bell-shaped, light blue flowers, fading to clear pink. Succeeds well in shady places. Splendidly adapted for naturalizing and group plantings. 3 for 60c; doz., \$2.00.

Hardy Garden Pinks

Sweet Scented Flowers

GRASS PINKS or CLOVE PINKS.—These low growing, early blooming, free-flowering, and very sweet scented Pinks are much prized for the old-fashioned garden and for borders. Mixed colors. 3 for 50c; \$1.75 per doz., prepaid.



Mertensia



Sedum Spectabile

Hollyhocks

For Attractive Backgrounds and Screens.

These old-fashioned garden favorites again are in demand. They like deep, rich soil and a sunny location for best results, but will thrive most anywhere. Plant them interspersed with shrubbery, as clumps in the lawn or in the mixed border. They grow 5 to 6 feet tall and bloom in July. Double-flowered sorts in mixed colors or separate colors, your choice, 3 for 50c; \$1.75 per doz., prepaid.

Allegheny Hollyhocks

Flowers come single, semi-double and double. They are very large and beautifully fringed. In bloom all summer. Mixed colors, 3 for 60c; doz., \$2.00, prepaid.

Lupines - Lupinus

Rainbow Peas.

See Color Illustration on Page 97.

Beautiful hardy border plants producing in succession lovely spikes of pea-shaped flowers a foot long on stems 3 feet high; blooming from June to September. In shades of blue, white and pink.

MIXED COLORS.—3 for 55c; \$1.85 per doz., prepaid.

NEW GIANT SWEET SCENTED HYBRIDS.—These are the new varieties from foreign countries. Many colors. Extra large flower spikes. 3 for 75c; \$2.75 per doz., prepaid.



Primrose

Sedum Spectabile

A Showy Garden Plant—Blooms In Fall

STONECROP.—One of the prettiest of Sedums. Immense heads of showy rose colored flowers. Broad, light green foliage. Indispensable as a late fall blooming plant for the border. A dry sunny place suits this plant. 18 inches. 3 for 65c; doz., \$2.25, prepaid.

Hardy Primrose

For a Lovely Low Border

Beautiful early spring flowering plants for groups in the border or among shrubs. Fine for edging of flower beds and in the rockery. Nice clean foliage and bright colored flowers in abundance. 6 to 8 inches. Plant in well drained soil, in a half shady place. 3 for 65c; \$2.25 per doz., prepaid.

Chinese Lantern Plant

For Bright Colored Winter Bouquets

Plant grows 1½ to 2 feet high and produces numerous balloon-like husks, which turn bright orange-red when ripe and resemble the Chinese Lanterns. Excellent for decorative purposes in the house during winter; will keep a full year. When planting, lay the roots down flat and cover 3 inches. 3 for 50c; doz., \$1.75, prepaid.

Scabiosa - Blue Bonnet

One of the Finest Blue Flowers

Light blue flowers on long stems; fine for cutting, lasting a long time in water. A handsome border plant, easily grown in a sunny location that is well drained. Should be in every garden where nice cut flowers are wanted. 18 to 24 inches high; blooms June to October. 3 for 70c; \$2.50 per doz., prepaid.

The Graceful Iceland Poppy

In bloom from spring throughout the season. Their graceful cup-shaped flowers on leafless stems are a delight in the garden. Plants are of neat habit with fernlike foliage. 3 for 65c; \$2.25 per doz.

Tigridia - Tiger Flower

Also called Mexican Shellflower. This is a bulbous plant, not a hardy perennial. One of the most showy of summer flowering bulbous plants; blooms from midsummer until frost. Grows about 2 feet high and produces large, wide-open, triangular blossoms 4 to 6 inches across. The colors and markings are very brilliant and attractive. Clumps of them, planted in the border, are most gorgeous. The culture is the same as for gladioli. Each, 15c; 3 for 40c; \$1.45 per doz., prepaid.



Tigridia



Scabiosa—Blue Bonnet

It Pays to Have a Good Sprayer and a Good Insecticide Handy

Superb Hardy Phloxes

The Most Satisfactory Hardy Flower

Beauty and usefulness bring these hardy border plants among those of greatest importance. Phlox will make a grand showing in the garden when planted in groups of three or more of one color. Thrives in partial shade.

AMERICA.—Beautiful new sort producing large trusses of lovely bright pink flowers with darker eye. Each, 30c; 3 for 80c; doz., \$2.75, prepaid.

ORANGE KING.—Large flower trusses. A brilliant shade of orange-red tinted salmon. 3 for 75c; doz., \$2.75, prepaid.

BLUE HILL.—The best blue colored Phlox. It should be in every collection. 3 for 75c; doz., \$2.75, prepaid.

BRIDESMAID.—Clear white with red eye. 3 for 65c; doz., \$2.25, prepaid.

COMMANDER.—Luminous crimson-red with dark eye. 3 for 75c; doz., \$2.50.

FIREBRAND.—Brilliant fiery scarlet. 3 for 65c; doz., \$2.75, prepaid.

MISS LINGARD.—Pure white; the earliest of all and blooms all summer. 2 feet. 3 for 75c; doz., \$2.50, prepaid.

MRS. C. DORR.—Beautiful shade of lavender. 3 ft. 3 for 65c; doz., \$2.25.

PINK BEAUTY.—Very large flowers of purest pink. Extra fine in every way. Strong grower of dwarf habit. 20 inches. 3 for 70c; doz., \$2.50, prepaid.

SALMON GLOW.—New. A most striking shade of salmon-pink. Large flowers and blooms for a long season. Highly recommended. 3 for 90c; doz., \$3.25, prepaid.

MIXED.—Nice assortment and pleasing colors. 3 for 50c; doz., \$1.50, prepaid.

PHLOX CANADENSIS.—Large, fragrant, pure lavender flowers on stems 10 inches high. Blooms in April and May; is used extensively to plant with Tulips. Makes a wonderful showing in mass plantings. 3 for 65c; doz., \$2.25.

Magnificent New Phlox—Columbia

The Greatest Phlox Ever Introduced

The color is a rich cameo-pink with a faint blue eye, creating a brilliant effect in the garden. Blooms several weeks longer than any other Phlox, an established plant will produce from 8 to 15 flower spikes. Each, 50c; 3 for \$1.25; doz., \$4.50.

PHLOX SUBULATA (Moss Pink).—See page 96.

The Popular New Pink and Red Toned Irises

FRIEDA MOHR.—42 inches. A deep rose-pink bicolor of gigantic size; delightful locust fragrance. Sold at \$5.00 each just a few years ago. 40c each; 3 for \$1.00, prepaid.

FIREFALL.—30 inches. A new bright red toned Iris of great beauty. Iridescent red; falls velvety wine-red. Golden yellow beard. 35c each; 3 for 90c prepaid.

MORNING SPLENDOR.—48 inches. Very fine red Iris. Violet-red; falls purplish red; delightfully fragrant. 25c each; 3 for 60c, prepaid.



Firefall



Phlox—Firebrand

MRS. MARION CRAN.—48 inches. Many experts consider this the finest pink-toned Iris. Very large flowers. 35c each; 3 for 90c, prepaid.

PRINCESS PINK.—30 inches. Beautiful pink bicolor. Standards are lavender-pink, falls claret-red. A free-bloomer. 25c each; 3 for 60c, prepaid.

Pyrethrum (Painted Daisy)

See Color Illustration on Page 97.—Lovely cut flowers and also very ornamental in the garden; their long stems and fernlike foliage make them ideal for decorative purposes. The flowers last a long time in water. Plant is hardy, of easy culture, preferring a moist, cool soil. Blooms profusely in June and July. 2 feet.

Single mixed. 3 for 55c; \$1.90 per doz.
Double Mixed.—3 for 65c; doz., \$2.35.

Shasta Daisy

Choice Cut Flower

A much improved hardy Daisy, bearing a great profusion of large, white flowers from early summer until late in the fall. Fine for cut flowers and very attractive in the hardy border. 2 to 2½ feet high. 3 for 55c; \$1.85 per doz.



New Phlox—Columbia

Beautiful Iris

A Rainbow of Colors

The Orchid of the Hardy Garden. Iris makes a wonderful display of rich color in the garden and is highly prized for cut flowers.

Your Favorite Iris

AT SPECIAL LOW PRICES:
3 of one kind for 40c; \$1.25 per doz., prepaid.

AFTERGLOW.—36 inches. Lavender shading to yellow; large.

ALCAZAR.—40 inches. Large, fragrant. Light mauve; falls crimson-purple.

AUTUMN KING.—30 inches. Blooms in spring and again in fall. Deep blue.

CHARM.—32 inches. Pure white, bordered blue; frilled flowers.

LENT A. WILLIAMSON.—42 inches. Lovely soft blue; falls velvety purple.

MOTHER OF PEARL.—48 inches. Pale lavender. Fine large flowers.

PERFECTION.—30 inches. Lavender-blue; falls violet. Fragrant.

ROSEWAY.—36 inches. Beautiful old rose, shaded red.

SHEKINAH.—36 inches. Very fragrant; soft yellow color.

SHERWIN-WRIGHT.—24 inches. Finest golden yellow Iris.

SWEET LAVENDER.—36 inches. Fragrant ruffled flowers of pale lavender color.



Shasta Daisy



Veronica

Hardy Perennial Plants

Platycodon Bellflower or Balloon Flower

See Color Illustration on Page 97

Handsome, very hardy garden plants of the Campanula family, fine for the border and for cut flowers. The flowers, when in bud, have the appearance of inflated balloons; the open flowers are bell-shaped, of deep blue color and good size, on long, slender stems. 2 feet. June to Oct. 3 for 60c; \$2.00 per doz., prepaid.

New Pentstemon—Pink Beauty

A Very Lovely Cut Flower

Lovely plants with long spikes of clear shell-pink flowers, which are tubular and like a small foxglove in shape. A charming cut flower, makes a delightful companion to Gypsophila, as it blooms at the same time. A bouquet of these two flowers is most charming. 2 feet. 3 for 75c; \$2.65 per doz., prepaid.



Sundrops—Oenothera

Statice - Sea Lavender

Much Needed Garden and Bouquet Blue

Prefers a sunny position and good drainage is essential, requires no special attention otherwise. The flowers are much in demand for cutting to place in bouquets. Splendid for winter bouquets in connection with Lantern Plants and Strawflowers.

LATIFOLIA.—Immense heads, frequently 2 feet high and as wide across, of purplish blue, minute flowers. 3 for 60c; doz., \$2.00, prepaid.

Sundrops - Oenothera

Bright Sunshine In Flowers

Showy and beautiful plants for borders and beds. They require a sunny situation and will flower abundantly during June and July. The color is clear bright yellow. Strong growing plants, 20 to 24 inches tall, forming dense bushes, topped with showy flower heads. Very hardy and easy to grow. 3 for 60c; \$2.00 per doz., prepaid.

Yellow Spring Daisy

(Doronicum)

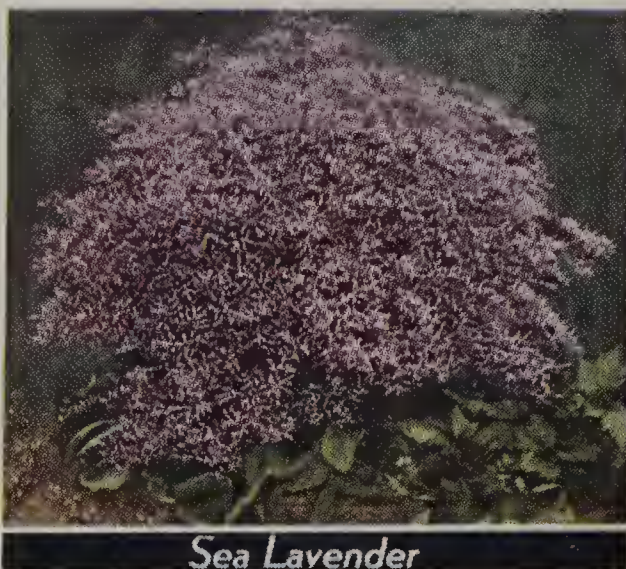
For Spots of Lively Yellow

See Color Illustration on Page 97. Large, showy yellow flowers in April and May, on strong stems 2 to 3 feet tall. Fine for the hardy border and for cut flowers. The heart-shaped leaves disappear during July and August, when the plant is dormant. Will do best in groups of six or more plants. Thrives well in heavy soil. 3 for 75c; \$2.50 per doz., prepaid.

Veronica - Speedwell

For Garden Display and Cut Flowers

GIANT FLOWERED.—Choice new variety and one of the finest blue autumn flowers; handsome heads of rich violet-blue. Perfectly hardy and increases in size and beauty each year. Fine for cutting. 2 feet high. Blooms July-September. 3 for 65c; \$2.25 per doz., prepaid.



Sea Lavender

For Winter Bouquets

Trollius - Orange Globe Flower

Double Wax-Like Golden Buttercups

See Color Illustration on Page 97. Very desirable free-flowering plants, producing their lovely buttercup-like blossoms on stems 15 to 24 inches high from May until August. The flowers resemble double roses made of wax and come in shades of orange. Succeeds well in a half-shady position. Each, 40c; 3 for \$1.00; \$3.75 per doz., prepaid.

Iris Cristata

The Little Baby Iris

This lovely Iris is a perfect little gem for rock garden planting and for naturalizing; 3 to 4 inches high. Flowers are beautiful lavender-blue. Blooms in May. Will succeed most anywhere, even under trees. Plant it. Strong clumpy plants, 25c each; 3 for 65c; \$2.25 per doz., prepaid.

For Bargain Collections of Plants and Bulbs Please Refer to Page 91.

Other Favorite Old-Fashioned Flowers

HARDY AGERATUM.—Blue flowers. 2 ft. tall. Blooms August until frost. 3 for 60c; \$2.00 per doz., prepaid.

ANEMONES.—White and Pink. 2 to 3 feet. Blooms September, October. 3 for 75c; \$2.50 per doz., prepaid.

COREOPSIS.—Yellow flowers. 2 feet. Blooms all summer. 3 for 50c; \$1.50 per doz., prepaid.

SWEET WILLIAM.—Many colors in mixture. 1½ to 2 feet. Blooms May, June. 3 for 60c; \$2.00 per doz., prepaid.

ORNAMENTAL GRASS.—Zebra Grass.—Bright green blades striped white and yellow. 4 to 5 feet. 3 for 50c; \$1.65 per doz., prepaid.

Flowers for Low Borders and for Rock Gardens

ALYSSUM, Saxatile.—(Basket of Gold).—Broad masses of bright yellow flowers. 10-12 inches. March-May.

ARABIS (Rock Cress).—Pure white flowers in dense masses. 6-8 inches. March-April.

ARABIS ROSEA.—The Pink Rock Cress. — Lovely pale pink flowers, otherwise similar to above sort.

CERASTIUM.—Snow-in-Summer. — A low, creeping plant with silvery white foliage and small white flowers.

IRIS, Dwarf.—These dwarf, early flowering Iris are fine for the rockery. The colors are white, yellow, blue and purple. 6 inches. April and May.

PHLOX, Subulata (Moss Pink).—Fine mosslike, evergreen foliage. Plant spreads readily, and is covered with bright pink flowers in April and May. 4 inches.

SEDUM, Acre (Golden Moss).—Thrives in sand and sun. Compact tuftlike plants. Foliage light green, mosslike. Flowers bright yellow. 2-3 inches. May-June.

SEMPERVIVUM, Tectorum.—The Hen and Chickens plant of our grandmother's garden. Broad rosettes of green with red-brown tips; flowers light red. 3 to 4 inches.

Prices of Rock Garden Plants

All varieties of Rock Plants listed above: 3 of a kind for 60c; \$2.25 per doz., prepaid.



Phlox Subulata—Moss Pink

Try Iris Cristata — The Lovely Little Baby Iris — Lavender-Blue



Pyrethrum—Painted Daisy
20c each



Doronicum—Yellow Daisy
25c each



Platycodon—Bellflower
20c each



Trollius—Globe Flower
40c each

ISBELL'S Color Lifetime Garden

8 Choice Hardy Flowers \$ **.50**
Hardy two-year-old field-
grown plants.
Retail Value, \$2.05.

A riot of color and continuous bloom.
With natural divisions and seedlings
from these fine perennials you can build
up a big garden of matchless beauty.

*A Superb Collection
~ A Real Bargain*



Phlox, America
30c each



Long Spurred Aquilegia
25c each



New Hardy Asters—Michaelmas Daisies
25c each



Giant Hybrid Lupines
20c each



Aster—New Wilt-Resistant
American Branching Mixed. Pkt., 10c.



New Cosmos—Sensation
Mixed Colors. Pkt., 20c.



New Marigold—Sunset Giants
Mixed Colors. Pkt., 25c.

Isbell's 1937
**FLOWER
SEED
NOVELTIES**

Magnificent new
varieties of easy
culture.

COLLECTION of These 6
Novelties
1 Packet
Each, Prepaid **90^c**



New Bedding Petunia—Flaming Velvet
Pkt., 25c.



New Phlox—Art Shades, Giants
Diameter of flowers fully one inch. Mixed colors. Pkt., 20c.



New Zinnia—Fantasy
Mixed Colors. Pkt., 15c.

ISBELL SEED COMPANY
JACKSON, MICHIGAN